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THE NATIONAL NEWSPAPER OF MARKETING

RCA Revamps Home Instruments Marketing Setup

Move Seen (1) Result of Sales Sag, (2) Prelude to Jan. 1 Agency Shift

NEW YORK, Dec. 8—Radio Corp. of America, no longer king of the television set market, has reorganized its home instruments division.

This division, which produces all RCA consumer products with the exception of phonograph records, has been split into two functions—operations and marketing.

To head operations, covering engineering and manufacturing, RCA will bring in Delbert L. Mills as a division vp Jan. 1. Mr. Mills is now president of the federal division of International Telephone & Telegraph Corp.

He will be the second IT&T executive to move over to RCA in recent months. Fred M. Farwell, formerly exec vp of IT&T, joined RCA in September as vp, marketing.

■ The marketing side of the home instruments division will continue to be headed up by Jack S. Beldon, who is president of RCA Sales Corp. Mr. Beldon, formerly manager of tv set marketing for General Electric, joined RCA last February.

RCA said the following will report to Mr. Beldon: J. M. Toney, who switches from television products vp to vp, market planning and product development; R. W. Saxon, who switches from radio and phonograph products vp

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Twain Will Meat? . . .

Underwood Adds Canner, but K&E Escapes 'Conflict'

NEW YORK, Dec. 8—Agencies handling food accounts are finding product conflicts increasingly difficult to avoid.

Take Kenyon & Eckhardt, for example. The agency this week was in the midst of extricating itself from what looked like a three-cornered conflict situation.

K&E landed the $1,250,000 meat account of Wilson & Co. early last year.

This year two of its older clients both acquired companies marketing lines of meat products.

■ Lever Bros. Co., New York, bought Dinner-Redy Corp., a small New York marketer of frozen turkey slices and frozen ham slices.

William Underwood Co., Watertown, Mass., deviled ham canner, acquired Richardson & Robbins, Dover, Del., canner of boned chicken, chicken a la king, chicken fricassee, chicken and noodles, chicken

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NEW—*Heinz will promote its revamped baby food line with 100-line ads like this in 167 newspapers starting in January, plus support on tv and in Sunday supplements. Package, size, label and trademark as well as recipe are new. Maxon Inc., Detroit, is the agency.*

FDA Warns on Cholesterol Ads; Companies Demur

Corn Products Will Drop Claim; Wesson Denies Misleading

WASHINGTON, Dec. 10—The Food & Drug Administration today warned business men that they are courting trouble by promoting unsaturated fats and oils as aids in guarding against heart attacks and strokes.

FDA noted that salad oils, shortenings, margarines and similar products have been resorting to this kind of a promotion theme. It said the claim cannot be supported by a consensus of scientific opinion and that it is prepared to regard such claims as mislabeling.

The FDA move is expected to lead to charges of mislabeling unless food manufacturers move promptly to abandon blood cholesterol as a sales point. FDA's policy statement has also been discussed with the medical division of the Federal Trade Commission, which will recommend it as a factual basis which FTC can use in any future complaints against "cholesterol" ads.

■ The statement of cholesterol

(Continued on Page 93)

High Court Edict Ends FTC Saga—16 Years with Carter's Little Pills

'Two Week' Job Turns Into Fulltime Career for FTC Attorney Cohn

WASHINGTON, Dec. 9—The Supreme Court's refusal Monday to rehear the Carter's Little Liver Pill case ends an assignment that has come close to being a career in itself for Fletcher G. Cohn, FTC attorney.

For 16 years, he has been trying to pin down a cease and desist order covering ad claims for Carter's pills. "Elimination of the word 'liver'," he contends, "is what people talk about. But that's only a small part of the case."

In May, 1943, he was briefed by his superiors in the FTC's legal division on the complaint just issued against Carter, and its advertising agency at that time, Street & Finney.

At 38, his background until then was chiefly in anti-monopoly work, but in wartime the commission was short of personnel. "You can probably clean this one up in about two weeks," said FTC's assistant general counsel, Richard Whitely.

■ Ultimately, the Carter case developed into a classic tug-of-war involving conflicting research and testimony by about 40 medical witnesses ranged on both sides of the case. "All the witnesses were doctors," he points out. "There were able men on both sides."

Nearly 12,000 pages of testimony were accumulated and the case bounced from tribunal to tribunal before the Supreme Court wrote a "finis" Monday by upholding a cease and desist order covering most of the points Fletcher Cohn set out to prove.

Altogether the order covers at least 15 specific kinds of claims. Some of the significant ones, ac-

(Continued on Page 91)

Bates, Account Exec Cited in FTC Plaint

In Life Cigaret Case FTC Says It 'Makes Point of Noting Agency Role'

WASHINGTON, Dec. 11—In a significant change of policy, the Federal Trade Commission today named Ted Bates & Co. and David Loomis, Bates vp, as parties in a complaint which it is issuing against advertising techniques for Brown & Williamson's Life cigarets.

FTC occasionally has included agencies in complaints in the past, and it sometimes cites individual officers of corporations. But this is the first time in the commission's history that an individual agency executive has been required to defend his role in preparing a campaign which the commission is questioning.

FTC Chairman Earl Kintner told ADVERTISING AGE today that the broadening of the complaint to encompass the agency and the account executive reflects new thinking at FTC.

"In the past," he said, "we have occasionally held agencies responsible, but these instances have been rather infrequent.

■ "Now we feel agencies and agency people are often deeply involved. When we investigate cases we are making it a point to determine their role. Where it seems appropriate, the agency and its people will have to account for themselves."

Chairman Kintner had hinted of a toughening attitude several weeks ago in a statement announcing intensified monitoring of tv commercials. At that time he said investigations would involve all parties who have a responsibility for the ads. Also, at a conference with tv industry leaders last week, Commissioner William Kern advocated complaints against agencies, contending that "reformation comes hard on Madison Ave."

The complaint which FTC will announce Monday against Brown & Williamson, Ted Bates and Mr. Loomis is directed at two approaches which Life cigarets has been using currently in newspapers, magazines and on tv.

■ Two of the four counts involve a filter demonstration which purports to show that Life's new Mil-

(Continued on Page 8)

Senate Probers May Look into Drug Promotions Next

WASHINGTON, Dec. 10—The Senate anti-monopoly subcommittee's probe of the drug industry has started with patents and price fixing but is moving closer to a look into the promotional efforts for so-called "ethical" drugs.

One witness today, Dr. Louis Lasagna, of Johns Hopkins Medical College, Baltimore, complained that drug manufacturers are teaming up with advertising men who "try to sell sows' ears for silk purses."

He contended the industry engages in a "numbers racket" and in "starry-eyed promotion" involving a parade of new "wonder drugs" which are introduced as prices begin to drop.

■ In reply, Merck & Co. called its research director, Dr. Augustus Gibson, to defend its promotion campaigns. Individual Merck ads came up for discussion, and in one instance Dr. Gibson conceded that the statement that a certain drug produced "no worrisome side effects" might not be true "as of today."

A flareup among committee

(Continued on Page 91)

Last Minute News Flashes

Mutual Benefit Names Donahue & Coe

NEWARK, N. J., Dec. 11—Mutual Benefit Life Insurance Co. has appointed Donahue & Coe, New York, to handle its advertising, effective Jan. 1. The account was with Charles Dallas Reach Co. for many years. Two years ago it was awarded to Grant Advertising, with Donahue & Coe the runner-up. It billed around $250,000 this year at Grant and reportedly will double its advertising in 1960.

Ralston Cereals to Invade Canada; Lovick Named

TORONTO, Dec. 11—Ralston-Purina Co. has named James Lovick & Co., Toronto, to handle advertising for its Canadian grocery products. The company will begin marketing its cereals in Canada for the first time next summer (although some Ralston marketing has been carried on in Vancouver), when its plant at Clarkson, Ont., near Toronto, is completed. Thompson-Peterson Ltd. will retain the Purina farm products account in Canada. Trade sources estimated that Ralston-Purina would spend about $800,000 for its grocery advertising the first year.

Theo. Hamm Brewing Seeks to Buy Gunther Brewery

BALTIMORE, Dec. 11—Officials of Theo. Hamm Brewing Co., St. Paul, currently are negotiating to buy Gunther Brewing Co., which markets Gunther beer and ale and Fort Pitt beer. The companies reportedly are "close to an agreement," ADVERTISING AGE learned at presstime.

(Additional News Flashes on Page 93)

Four Join Top 100 Spot TV Spenders in Third Quarter

NEW YORK, Dec. 9—There were four new names among the top 100 spot tv spenders for the third quarter of 1959: American Snuff Co., Barcolene Co., International Shoe Co. and C. Schmidt & Sons.

About one-fourth of the names were not in the group a year ago.

Biggest dollar increase came in the automotive category, which was up 264% over the corresponding period a year ago.

These were among the most interesting developments noted in the third quarter 1959 report released this week by the Television Bureau of Advertising.

■ Gross time sales for the quarter were put at $133,581,000 on the basis of reports from 342 stations. Third quarter 1958 expenditures, covering 317 reporting stations, totaled $113,184,000. A comparison of business on the 291 stations included in both quarters showed an

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Follows Ruling on Broadcast Ads . . .

New Mexico Exempts National Ads in Dailies from 2% Advertising Tax

But Ads Placed by Agencies in State Are Found Subject to Tax

SANTA FE, Dec. 8—New Mexico newspapers have won an almost complete victory in their long battle for state tax exemption for national newspaper advertising.

New Mexico advertising agencies, however, were left out in the cold.

The victory came with a compromise agreement between representatives of publishers and officials of the New Mexico bureau of revenue on a definition of what constitutes national advertising for tax accounting purposes.

With the agreement, attorneys for the bureau of revenue dismissed an appeal they had filed to the state supreme court, seeking to overturn a district court decision which had held national advertising not subject to state taxes.

■ Although the dismissal of the appeal and the filing of a new regulation exempting national advertising from state taxes settled the long controversy in favor of the newspapers, publishers were not completely happy with the wording of the definition of exempted advertising.

The definition adopted limits the exemption to advertising originating outside the state and placed by out-of-state businesses or agencies. The publishers had attempted to have the definition broadened to include locally placed ads of nationally franchised prod-

(Continued on Page 58)

Daytime TV Doomed, Critic Forecasts; Bernstein Raps FCC

CHICAGO, Dec. 9—Television broadcasting will be cut to four to six hours daily and daytime tv will be dropped entirely "within our lifetime," it was forecast today by Paul Molloy, radio-tv critic for the *Chicago Sun-Times*.

Speaking at a meeting of the Publicity Club of Chicago, Mr. Molloy contended that there is not sufficient material to keep television operating as extensively as it does today. He charged that stations and networks are compelled to use much mediocre material because "there is much too much television."

Mr. Molloy took a swipe at admen by charging that they have lost touch with the public's taste. "Admen live with themselves too much, and they don't bother to get outside of their circle to discover what kind of tv shows other persons prefer," he said.

The critic said he felt tv advertisers will suffer because of the quiz show scandals, and he added that the public's faith in television would not return. He

(Continued on Page 92)

Coopers Seeks Replacement for Henri, Hurst

Advertiser Will Screen Eight Agencies, Aims at New Marketing Approach

KENOSHA, WIS., Dec. 9—Coopers Inc., manufacturer of Jockey brand underwear, sportswear and hosiery, and Henri, Hurst & McDonald, Chicago, have ended an 11-year relationship by "mutual agreement."

The switch was "dictated by the company's need for a new approach to its future marketing direction," according to Thomas Brumm, advertising manager. He said Henri, Hurst would continue to service the account, which bills more than $750,000, until June 30, 1960.

The company has invited eight agencies, all carefully screened, to present Coopers with detailed information on their operations, clients, financial data, facilities and personnel. An undisclosed number of "finalists" will be chosen on the basis of this information, and they will make presentations to Coopers the week of Jan. 11-16. The new agency will be selected by Jan. 20.

■ An important factor in choosing a new agency will be New York facilities, ADVERTISING AGE learned. Although Mr. Brumm declined to name the eight agencies, AA learned that five of the eight are Chicago-based shops, and that the other three have Chicago offices.

Mr. Brumm stressed that the eight contenders were carefully selected, and that the company is not interested in talking to any other agencies. Mr. Brumm, a former account executive for Campbell-Mithun, took over the job five months ago, succeeding Richard F. Johnson (AA, July 27). #

SHE DIET, SHE DID—*Ads like this for Diet Delight low-calorie canned fruits are running in Coronet, Family Circle, Woman's Day and newspapers through next May. Cunningham & Walsh, San Francisco, is the agency.*

Despite Losses, F&S&R Chicago Unit Sees Big '60

No More Accounts to Depart: Echols; Present Accounts Build Billing

CHICAGO, Dec. 8—In the wake of two account losses and a wave of resignations here, Fuller & Smith & Ross currently is increasing its Chicago staff and services and reorganizing its operation.

David H. Echols, vp and manager of the F&S&R office, told ADVERTISING AGE that the agency would lose no more accounts. Last week, Pullman Standard, which bills an estimated $200,000, and Ingersoll Milling Machine Co., Rockford, with billings of $50,000, switched from F&S&R to Waldie & Briggs (AA, Dec. 7), following two former F&S&R executives.

David Echols

All clients have approved their

(Continued on Page 58)

NBC Petition Asks FCC to Review Ban on Nets in Rep Field

WASHINGTON, Dec. 8—National Broadcasting Co. and four of its affiliates are making a last-ditch effort to overthrow an order of the Federal Communications Commission forcing the network to get out of the spot representation field for tv affiliates.

In a petition filed with the commission last week, the network contends the commission order forcing networks to stop selling spot time for affiliates is "arbitrarily restrictive" and "compels a needless forfeiture of private business interests." Four of the six independently owned tv affiliates represented by NBC Spot Sales filed petitions supporting the NBC position.

■ NBC and its affiliates are fighting by themselves. Columbia Broadcasting System and seven independently owned tv affiliates represented by CBS Spot Sales forfeited their opportunity to petition for a reconsideration of the FCC order.

In ordering networks out of the spot sales field, FCC last October took the position that networks already have excessive power over affiliates. It expressed fear networks might apply pressure and force affiliates to enter into spot sales arrangements.

NBC's petition for reconsideration pointed out that there has not been any evidence that networks applied pressure to induce affiliates to enter into spot sales agreements. NBC said that the commission should have adopted a rule which prohibits representation if the network uses the threat of disaffiliation or refusal to affiliate in order to secure spot representation rights.

In addition to forcing FCC to review its decision, NBC's petition provides a basis for ultimate court appeal in the event the FCC order stands. Stations filing supporting petitions were: WRGB(tv), Schenectady; KSD-TV, St. Louis; KOA-TV, Denver, and WAVE-TV, Louisville. #

Harper-Atlantic Moves

Harper-Atlantic Sales, New York, has moved to 247 Park Ave.

Esty Asks Logs in Check on How Stations Play Ads

NEW YORK, Dec. 9—William Esty Co.'s latest request for a complete week's commercial log has drawn a mixed reaction from stations on the agency's spot radio schedule.

But this was no indication that the agency, which is one of the biggest placers of spot radio time, will have any serious difficulty in getting the required information from most of the stations. Even reluctant stations have begun to swing into line because of the agency's firm stand on this issue. Esty has reportedly insisted that every station must provide the requested information or it will not be renewed.

Esty, which took a similar step a couple of years ago to reassure

(Continued on Page 92)

Business Gifts Are Modest, 99% Pure, McCollum Asserts

CINCINNATI, Dec. 8—Taking issue with recent press and magazine stories that corporate business gifts are high-priced and offensive to the recipient, J. A. McCollum, exec vp of Osborne-Kemper-Thomas, 76-year-old gift and calendar house, in a statement released today, said that corporate business gift-giving is older than his company.

Mr. McCollum said that the average company's business gift this year is priced at $7.20, "a modest figure," and that contrary to reports that corporate gift-giving is on the decline, his company's sales volume this year showed an increase of 17½% over 1958.

"To associate the time-honored custom of distributing modest tokens of appreciation for business during the Christmas season with certain incidents involving lavish presents is ridiculous," Mr. McCollum said.

"Of our customers," he said, "99% have nothing more in mind in sending out gifts than expressing the spirit of Christmas to business friends." #

Nylon, Rayon Forces Gird for Bigger Ad Battle in Tire Cord Arena in 1960

Rayonier Joins Tyrex Effort; Allied Chemical, Chemstrand Back Du Pont

NEW YORK, Dec. 8—New marketing and advertising techniques are being developed as a result of the current battle between makers of rayon and nylon tire cord for control of the $275,000,000-plus tire market.

Since viscose cord was first introduced in 1935, rayon has captured about 98% of the new passenger car market for tires. But nylon, which became available after World War II, has become a formidable challenger, particularly in the replacement tire market.

A year ago, five of the major viscose makers—American Enka Corp., American Viscose Corp., Beaunit Mills Inc., Courtaulds (Canada) Ltd., and Industrial Rayon Corp.—formed Tyrex Inc., a non-profit organization, to promote viscose cord under the Tyrex name and enforce production standards.

■ The nylon makers, of which the three major producers are Allied Chemical Corp., Chemstrand Corp., and E. I. du Pont de Nemours & Co., have no promotional organization corresponding to Tyrex. They are fighting rayon

(Continued on Page 46)

TYREX ADS—*During the past year Tyrex advertising has told the viscose tire cord story. McCann-Erickson is the agency.*

HOLIDAY SPREAD—*Minneapolis-Honeywell Regulator Co. will use this three-page spread in Time's special holiday issue of Dec. 28, using the magazine's double-cover, the second time Time has used such a cover. Foote, Cone & Belding, Chicago, is the agency.*

Church & Dwight Print Ads to Tell Multiple-Use Story

NEW YORK, Dec. 9—Church & Dwight Co., maker of Arm & Hammer and Cow Brand bicarbonate of soda, will launch a new advertising campaign in February issues of women's magazines and newspaper Sunday magazines. Media will include *Family Weekly, Good Housekeeping, Ladies' Home Journal, McCall's,* and *This Week Magazine.*

In addition, medical, dental and nursing journals and grocery publications will be used.

The company will move its advertising account Jan. 1 from J. Walter Thompson Co. to Charles W. Hoyt Co. (AA, Oct. 19). The new program represents a media change, as the company formerly concentrated largely on radio advertising. Some radio, however, will continue to be used.

P. F. Curran, vp in charge of advertising, said, "From an advertising standpoint, our immediate problem is to present a multiple-use picture of Arm & Hammer and Cow Brand soda that is interesting and convincing.

"Basically, this calls for advertisements which tell the whole story—the description of several uses per advertisement rather than just one. At this particular time, we feel that magazines are ideally suited for our objectives."

■ The forthcoming ads will continue to stress themes that the company has used on radio, namely, that baking soda is recommended as a dentifrice in literature of the American Dental Assn.; that soda baths are prescribed by physicians for the relief of itching skin, sunburn, and that bicarbonate is a cleansing and sweetening agent for refrigerators, baby bottles and other utensils. #

NEW CAMPAIGN—*Church & Dwight Co., maker of Arm & Hammer and Cow Brand bicarbonate of soda, will launch a new campaign to spell out the multiple uses of baking soda. The baby bath ad will run in Baby Talk and Your New Baby in February; the dentifrice unit will be in the February Good Housekeeping. Charles W. Hoyt Co. is the agency.*

TV Scandal Points Up Moral Deterioration in U. S., Green Says

TAMPA, Dec. 8—Investigations and criticisms touched off by the tv quiz show scandals have resulted in a "dark passing cloud which has cast a shadow of doubt and suspicion on *all* advertising," in the opinion of Truman Green, vp of the Tribune Co. and advertising director of the *Tampa Tribune* and *Tampa Times.*

"Some of the things that have been said in recent weeks and

(*Continued on Page* 91)

Proctor Sets $250,000 Drive in 1st '60 Quarter

Appliance Marketer to Use 1,000-Line 2-Color Units in 55 Newspapers

PHILADELPHIA, Dec. 10—Proctor Electric Co. will use a national newspaper campaign for the first time when it starts placing 1,000-line, two-color ads in 55 newspapers in 40 cities the week of Jan. 11.

Featuring the theme, "Now is the time to buy Proctor," the drive will push the company's line of toasters, irons and ironing boards. It will continue through March.

Proctor, which spent more than $1,000,000 in advertising in 1959, will put approximately $250,000 into the new campaign.

The decision to use newspapers nationally, according to William Y. E. Rambo, Proctor ad director, was based on results the company got from nearly $500,000 spent on cooperative ad campaigns this year. Proctor co-op advertising has appeared in all of the 40 markets slated for the national campaign.

Weiss & Geller, New York, developed the new campaign, with help from the Bureau of Advertising, American Newspaper Publishers Assn., which supplied figures showing a higher degree of attention value and readership of r.o.p. color ads over b&w ads, from two newspaper studies. The

(*Continued on Page* 96)

Purex, Canada, Switches Account to Heggie from Gibbons

TORONTO, Dec. 10—Purex Corp., Toronto, today awarded its account to Heggie Advertising, Toronto, effective Jan. 1.

The account, estimated to bill $400,000 a year, had been with J. J. Gibbons Ltd., Toronto.

In Canada, Purex manufactures and markets Dutch cleanser, Dutch bleach and Sweetheart soap. The parent company is located in Los Angeles.

■ The Purex account will be supervised at Heggie by E. T. (Bud) Saunders and Alex Heggie, both of whom resigned recently from Gibbons.

Alex Heggie is a brother of Jack Heggie, president of Heggie Advertising.

Up until now the Heggie agency has been known as a specialist in the industrial field. Mr. Saunders and Alex Heggie were engaged presumably to build up the agency's stock of consumer accounts. #

Odell Leaves Quaker Oats to Join Keyes, Madden & Jones

John J. Odell has resigned as manager of consumer and store promotions on all grocery products at Quaker Oats Co., Chicago, and will join Keyes, Madden & Jones, Chicago, Jan. 15 as vp, account supervisor and member of the plans board. He will supervise the National Presto Industries account, and be in charge of the agency's activities in the food field, KM&J said. The agency at present has no major food accounts.

John Odell

■ Mr. Odell was advertising manager of Ken-L-Ration pet food and Aunt Jemima products during part of his 25 years of advertising and merchandising work at Quaker Oats. Ken-L-Ration and Aunt Jemima flours advertising is handled by J. Walter Thompson Co., Chicago; John W. Shaw Advertising, Chicago, handles Aunt Jemima mixes.

Drug Makers Court Socialization by Underrating Public, Weiss Says

NEW YORK, Dec. 10—"The advertising business has grossly insulted the intelligence of the American public. It is now getting its highly-deserved come-uppance."

E. B. Weiss, director of merchandising for Doyle Dane Bernbach Inc., brought this message to the Pharmaceutical Manufacturers Assn. this week in a talk in which he suggested that the ethical drug industry take its story directly to the public.

The drug manufacturers, gathered here for their annual eastern regional meeting, were warned by Mr. Weiss that they are inviting socialized medicine by miscalculating the rising levels of sophistication in the country.

■ "Your public has changed intellectually since the Indian medicine fakir strummed his guitar," Mr. Weiss said. "But there are some who believe that electronic guitars are currently being twanged by your industry."

Noting that the doctor is regarded today "with something less than total reverence and blind awe," the merchandising executive told the drug men:

"We have larger and larger numbers of our medical patients with higher education. We have larger and larger numbers who continue to improve their minds. The common patient is becoming uncommonly sophisticated.

"The egghead is assuming a new position in our society. His very numbers make this inevitable. Once he was a queer—because he was so unrepresentative. Today, the various degrees of eggheadedness are common enough in our total population to begin to assume somewhat the proportions of a norm."

■ Mr. Weiss went on to cite in-

(*Continued on Page* 96)

Pertussin Copy 'Libels' Its Vaporizers; Kaz Sues WNEW-TV

NEW YORK, Dec. 10—Kaz Mfg. Co., maker of vaporizers used in the treatment of colds, has served a summons to Metropolitan Broadcasting Co., operator of WNEW-TV, as the result of a commercial being run on the station which says that "steam is dangerous." The commercial in question is for Pertussin, a cold remedy made by Chesebrough-Pond's.

Counsel for the complainant, Harry Starr, told ADVERTISING AGE that his client believes that copy in the commercial is damaging to its product and is, therefore, initiating a $1,000,000 libel suit. Mr. Starr said that the commercial also shows a picture of a vaporizer which is recognizable as his client's product.

Attorney for Metropolitan, Alan Hartnick, has acknowledged receiving the summons. He said that he has 20 days in which to file a response but did not indicate what that would be. The complaint will not be filed until Metropolitan has issued its reply.

Chesebrough-Pond's had not been served a summons, the company's attorney told ADVERTISING AGE at press time. #

Little Change at CBS-TV Seen as Aubrey Steps Up

Paley, Stanton Provide Policy Continuity at Net; Cowan Charges Indirection

NEW YORK, Dec. 10—Forty-one-year-old James J. Aubrey Jr. this week formally became president of the CBS television network, replacing Louis G. Cowan, the creator of the "$64,000 Question."

This development had long been expected. The only surprises were

Louis Cowan James Aubrey

the timing and the manner of effecting the change of command.

The net effect of the shift on the country's largest television chain will be minimal, for two reasons: (1) Mr. Aubrey has been in charge of administering the network for some time; Mr. Cowan left Oct. 21 to go to the hospital for treatment of a thrombosis of the leg and never came back to CBS; (2) the top policy makers at CBS-TV are the parent company toppers, William S. Paley and Frank Stanton. They keep the network moving on an even keel regardless of whose name is on the door as president of the tv network.

When Mr. Aubrey advanced to exec vp at CBS-TV last June, there were some repercussions in the programming department. The longtime programming chief, Hubbell Robinson Jr., and a couple of key aides left in this shakeup. But the Aubrey team now appears to be set.

■ The change in the network tv presidency was accompanied by an unusual interchange of letters between Mr. Stanton and Mr. Cowan.

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Dentists Ask Law on Toothpaste Ads, Urge Advertiser Bear Burden of Proof

NEW YORK, Dec. 8—Three proposals for stopping false and misleading dentifrice advertising were recommended yesterday by the American Dental Assn.:

- Enact legislation permitting federal agencies to control "distorted" advertising.
- Establish codes of fair practices for dentifrice advertising.
- Shift the burden of proof of ad claims "which relate to retarding or curing human ailments" from the Federal Trade Commission to the dentifrice manufacturers.

■ The proposals were made by Dr. Paul H. Jeserich, president of the American Dental Assn., who spoke at the Greater New York Dental Meeting.

On the need for more legislation, Dr. Jeserich said, "It has been demonstrated time and again that the present regulatory mechanism is woefully inadequate."

He said establishment of advertising codes might be done through the cooperation of the FTC or the Food & Drug Administration with manufacturers.

The ADA previously had proposed shifting the burden of proof to advertisers, when spokesmen for the association appeared before the House subcommittee on legal and monetary affairs, headed by Rep. J. A. Blatnik (D., Minn.), last year (AA, July 21, '58).

■ Referring to the Blatnik committee investigation yesterday, Dr. Jeserich said: "What was the outcome of the hearings and the committee's report? I regret to report that, with one or two exceptions, nothing has been done, and the public continues to be deceived by the unsupported claims of manufacturers.

"There is no sound reason," he said, "why advertisers who choose to make representations as to the health benefits of their products should not, upon reasonable cause shown, be called upon to substantiate these representations with scientifically acceptable evidence."

Dr. Jeserich said the ADA does not relish being cast "in the role of a 'watchdog,' even in a non-official capacity. But as long as claims of dentifrice manufacturers flaunt principles of proper dental care which the dental profession knows have established values, the association will continue to perform this watchdog function."

■ The ADA recognizes dentifrices solely for their abrasive and detergent action in cleaning teeth. "One after another, we have heard about the ammoniated toothpastes, the chlorophyll preparations, the anti-enzyme products, and now the germ 'killing' dentifrices," the ADA president said.

"And one after another, we have seen them promoted and sold with unsupported advertising claims. Sadly, none of the products has lived up to its advance notice through the test of time and use."

He said that $230,000,000 was spent on dentifrices in 1958—up 10% from 1957—and that it is "alarming to note that during the same time, the amount spent for toothbrushes was decreasing."

■ In a paper on the subject of irritations, Dr. Valy Menkin discussed links between lung cancer and cigaret smoking, and argued that a victim must possess a hereditary predisposition to cancer. Dr. Menkin is a physician on the staff of the University of Pennsylvania's Henry Phipps Institute.

"Mild irritation produced by long years of constant smoking would liberate a growth-promoting factor in slightly injured cells consistently exposed to smoke," he said. "This release of the factor would be innocuous unless that particular individual contains a hereditary factor rendering him susceptible to the development of cancer. The combination would favor lung cancer.

"Probably obnoxious fumes such as one encounters in industrial localities would favor the same type of development," he stated.

'FIGHT TOOTH DECAY' SAY DENTYNE TV ADS

NEW YORK, Dec. 10—The "second step in fighting tooth decay."

What do you think this is? A sensible diet? A trip to the dentist? The claim for a new toothpaste?

If you select any of those, you're wrong.

This line was taken from the tv sell for the new Dentyne green pack spearmint gum. Unmindful of, or undeterred by, the fact that the whole area of ad claims relating to tooth decay has been getting a skeptical going-over by the Federal Trade Commission, American Chicle has been pushing its dentifrice-like claim in commercials on ABC-TV's "Hawaiian Eye," "77 Sunset Strip" and "Bronco."

Supplementing the network promotion is a spot schedule. Dancer-Fitzgerald-Sample is the agency.

■ For people who haven't caught up with the new Dentyne sales approach, herewith a recent "Bronco" commercial:

"Now, refreshing spearmint flavor is captured in a new Dentyne chewing gum. It's new Dentyne spearmint, in a leaf green pack, with a wonderful new spearmint goodness. You enjoy a burst of spearmint flavor with the very first bite.

"A flavor that actually increases as you chew, and like regular red pack Dentyne, new spearmint Dentyne is the second step in fighting tooth decay. The first step, of course, is to brush your teeth regularly. The second step, chewing delicious Dentyne.

"Dentyne acts three ways to help fight tooth decay. First, tests in five leading dental colleges prove, Dentyne removes food particles even a toothbrush often misses. Second, Dentyne removes up to 90% of all bacterial products in the mouth. Third, Dentyne reduces after-meal mouth acid. So take the second step in fighting tooth decay. Delicious, refreshing Dentyne. Regular in the familiar red pack, and new spearmint in the leaf green pack." #

Illinois Testing to Kreicker

Illinois Testing Laboratories, Chicago, has appointed Kreicker & Meloan to handle its advertising, effective Jan. 1. Buchen Co. is the former agency.

Crêpes Suzette Soufflées
...OLD NEW ORLEANS FAVORITE

As served at Broussard's by Felix Savoy. Napoleon approves!

Here's how to make it!

There are three steps in the Crêpes ritual at Broussard's—a sassy sauce, a light egg batter and a determined meringue.

Make sauce and store until needed. Cream ¼ cup sweet butter with 1 cup sifted confectioner's sugar. Flavor with rum or a few drops pure rum extract. Grate rinds of 1 medium orange and 1 lemon; extract juice & pulp. Combine with sauce and heat just a little to blend it. Add 2-3 whole cloves. Makes 1 cup.

Make 4 paper-thin French pancakes about 8 inches in diameter. Follow your own favorite recipe, but use a light egg batter.

Fill the centers with 4-5 heaping tbsp. very firm vanilla-flavored meringue. Fold in half, then again, making a triangle. Dust with confectioner's sugar.

Pour sauce into baking dish, arrange folded Crêpes in it. Set in pre-heated 325-degree oven 10-12 minutes, until Crêpes puff up and meringue browns lightly.

Carry to table at once. Pour 1½ oz. good brandy and ½ oz. Grand Marnier over each. Touch match to the dish and flame-baste Crêpes a minute or so. Serve at once on heated plates covered with brandy sauce. Makes 4 gourmets happy.

WWL-TV... New New Orleans Favorite

Among New Orleans' favorite shows are the ones they see *live* on WWL-TV. Ranging in interest from NEW ORLEANS JAZZ to MORGUS BOARD (featured in TV Guide, Nov. 21) to authentic jungle adventures on WILD CARGO, WWL-TV's schedule of 49 live shows per week provides the perfect vehicle for commercials that require a personal touch.

Ask Katz about the local popularity of WWL-TV's live programs

WWL-TV CBS
NEW ORLEANS

Greensboro-
GREEN THUMB OF THE NEW SOUTH'S MARKETS

15th Market in Total Retail Sales

Greensboro Pumps Octane into Gasoline Sales

Hustling Greensboro is a market on the go—a must on any Gasoline advertising schedule pointed toward the NEW South. Last year Greensboro burned more gasoline than such primary markets as Baton Rouge and Mobile; and tailed right behind Charlotte and Chattanooga. A major sales factor: the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation daily; over 400,000 readers daily.

Write on company letterhead for "*1959 Major U. S. Markets Analysis*" Brochure of all 292 Metropolitan Markets.

Greensboro—1st Market in the Carolinas—79th in the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA
Represented Nationally by Jann & Kelley, Inc.

Reprinted By Popular Request

Meet "The Prudent Man"

You know this man. He is likely to be Chairman of the Board or President of a large business enterprise.

He regards the large sums of money entrusted to him by his firm's stockholders as a "trust" to be administered with the same prudence, discretion and intelligence that he devotes to managing his own personal affairs.

Perhaps it is investing in a new plant. He finds himself vitally concerned with so-called "details" that he cannot delegate to others. Where should the plant be built? How large? Of what materials? What will it cost?

To "The Prudent Man" investment in advertising, too, is another "trust." And he's often conscious that each year it may be just as big an investment as a new plant. The details of an advertising portfolio, therefore, call for just as much careful attention—particularly in the choice of media.

The Prudent Man knows that today the opportunities of investment in television are very great—even though the risks are great also.

He knows that when television clicks, it can deliver enormous audiences. Its combination of sound, sight and motion can have terrific impact.

Yet he knows that television is "show business" and, therefore, subject to the fickleness of ever-shifting public tastes. What, for example, were his thoughts last November when an authority on television programming predicted that about half the nighttime networks shows "will die" and will not be on the air the next TV season. As it turned out, the prediction was high: The actual casualty rate was 41%.

While The Prudent Man accepts the risks of television—just as he accepts the risks inherent in the more speculative common stocks—he recognizes the increased importance of diversifying his advertising investment with the "blue chip" media of print.

He may wonder: "Are we being prudent in the balance between speculative investments in TV as compared with the assured return of print?"

He will know...

. . . that print is the most stable of all advertising investments.
. . . that leading magazines and newspapers are the "blue chips" of print.
. . . that with THIS WEEK Magazine as a basic investment, his firm's advertising portfolio is soundly structured with the biggest "blue chip" of all.

"The Prudent Man" 1830—1959

129 years ago, in a famous court decision*, the principles of "The Prudent Man" were first defined—the obligations of the trustee of other people's money. ". . . he is to observe how men of prudence, discretion, and intelligence manage their own affairs not in regard to speculation, but . . . considering the probable income as well as the probable safety of the capital to be invested." Today, there is no better guide for The Prudent Man in reviewing his firm's portfolio of advertising investment.

*John McClean vs. Frances Amory, Trustee. Supreme Judicial Court of Massachusetts. 1830

This Week MAGAZINE

—the Biggest 'Blue Chip' of all—
circulation more than 13,000,000

The Keystone of Prudent Advertising Investment

KNXT's George Named to Succeed Atlass at WBBM

H. L. Atlass

Clark George

CHICAGO, Dec. 10—Columbia Broadcasting System has named Clark George, vp and general manager of KNXT, Los Angeles, to take over as general manager of WBBM-TV, Chicago, Jan. 1.

He will succeed H. Leslie Atlass, who will retire Dec. 31. Mr. Atlass reached 65, the retirement age, last month.

Replacing Mr. George in Los Angeles will be Robert Wood, now sales manager of KNXT. Both stations are owned and operated by CBS.

Mr. Atlass, a pioneer in the broadcasting industry, founded WBBM here in 1922 with his brother, Ralph, now general manager of WIND, another Chicago radio station.

WBBM became a CBS outlet in 1928, when the network was just a year old. When Mr. Atlass sold the station to the network in 1933, he was named vp and manager in charge of the CBS western division (a title which was later scuttled). The station at that time was a highly lucrative operation, and Mr. Atlass' contract with the network was said to have given him virtual autonomy in Chicago.

■ Despite efforts in New York from time to time to do something about it, Mr. Atlass apparently ran his own operation without necessarily conforming to the CBS pattern.

With the advent of television, Mr. Atlass was responsible for both radio and tv operations, and was named vp and general manager of WBBM-TV when that station was acquired by CBS in February, 1953. Ernest E. Shomo is vp and general manager of WBBM radio.

Clark George has been station manager of KNXT since 1956; he was appointed vp and station manager last June. He joined CBS in 1946 as a member of the sales staff. #

Heldenbrand Joins WRCA

Page Heldenbrand, formerly head of audience promotion at WMGM, New York, has been named manager of advertising and promotion at WRCA, New York, replacing Michael Lannon, who has joined the promotion department of *This Week Magazine* (*see story on Page* 52).

Broadcasters Get Code Religion as Quiz Fires Burn

WASHINGTON, Dec. 10—Broadcasters set up machinery for their own self defense this week, as spokesmen for religious, educational, "listener" and other interests offered the Federal Communications Commission a variety of suggestions for dealing with the industry's problems.

Having tightened up its tv code last Friday, the National Assn. of Broadcasters intensified its efforts this week to recruit additional stations into the code fold and announced its intention of tightening and promoting the all-but-forgotten radio standards of practice.

During the week, NAB directors have been making a telephone sales pitch to recruit code members, and NAB President Harold Fellows has bombarded non-members with a night letter telling what experts like FCC Chairman John Doerfer and Senate commerce committee chairman Sen. Warren Magnuson (D., Wash.) have said about the code.

■ By this afternoon, NAB reported code membership had reached 295 from 271 two weeks ago. Altogether there are about 525 commercial tv stations on the air.

NAB announced that the radio industry's standards of good practices committee is to meet here Dec. 16 to tighten up the radio standards.

As a key move in its effort to meet rising criticism of the industry, NAB this week designated a 12-man task force of industry executives and staff experts as a general staff to deal with ethical and legal issues facing the industry.

Broadcasters on the committee, all members of the NAB board of directors, are: F. C. Sowell, vp and general manager, WIAC, Nashville, Tenn.; G. Richard Shafto, exec vp, WIS-TV, Columbia, S. C.; Merrill Lindsay, exec vp, WSOY, Decatur, Ill.; Dwight W. Martin, chairman of the board, WAFB-TV, Baton Rouge, La.; Daniel W. Kops, president, WAVZ, New Haven, Conn., and Clair R. McCollough, president and general manager, Stenman Stations, Lancaster, Pa.

■ Part of the story of the industry's public service was contributed this week by spokesmen for religious and business groups who were among the lead-off witnesses at FCC's forum on the broadcasting industry's regulatory problems.

Spokesmen for such groups as American Medical Assn. and the Assn. of Better Business Bureaus expressed appreciation for the fairness of most broadcasters and the efforts of self regulation which have been made.

Nevertheless, like spokesmen for religious and other groups, they generally agreed that FCC ought to provide clearer supervision over its licensees.

Victor H. Nyborg, president, Assn. of Better Business Bureaus, said a nationwide survey shows stations in most markets cooperate wholeheartedly with better business bureaus. In other communities, he reported, cooperation is almost non-existent.

■ During four days of hearings this week, FCC listened to about half of the 68 individuals and organizations who want to discuss the industry's problems. Most industry witnesses probably will not be heard until after the New Year.

Suggestions covered a full range, from pay tv to the creation of advisory committees composed of prominent citizens who would evaluate the industry's performance. William F. Buckley, editor of *National Review*, visualized the ultimate creation of pay-tv service as the only practical "emancipation from the dictatorship of Madison Avenue."

Religious witnesses tended to see radio-tv's problems as a reflection of the nation's moral climate.

Chairman John Doerfer frequently asked witnesses how FCC could go into programming without bogging down into censorship. To listener groups, which complained about violence on tv, he cited the fact that "Hamlet" has more violence in it than one is likely to see in any Western. #

'Montreal Gazette' Names Two

George S. Willcocks, Ontario manager of the *Montreal Gazette*, has been named assistant director of advertising with headquarters in Toronto, and William F. Buckle has been named manager, general advertising department.

"That's right—IEN has raised its circulation but not its rate!"

"That's right – IEN has raised its circulation but *not* its rate!"

Yes, it's true! Despite a circulation increase of 3,764 over the June BPA audited statement of 73,249 . . . and despite the continually increasing cost of publishing –

Industrial Equipment News plans no rate increase for 1960!

Comparatively speaking, this means that IEN is a better buy than ever before. It means that every month, you can place your advertising message before –

- 77,017 men
- in more than 40,000 plants
- in all of the 452 manufacturing industries

– and still for only $185.00 per insertion. This is less than the comparable rate in any "similar" publication.

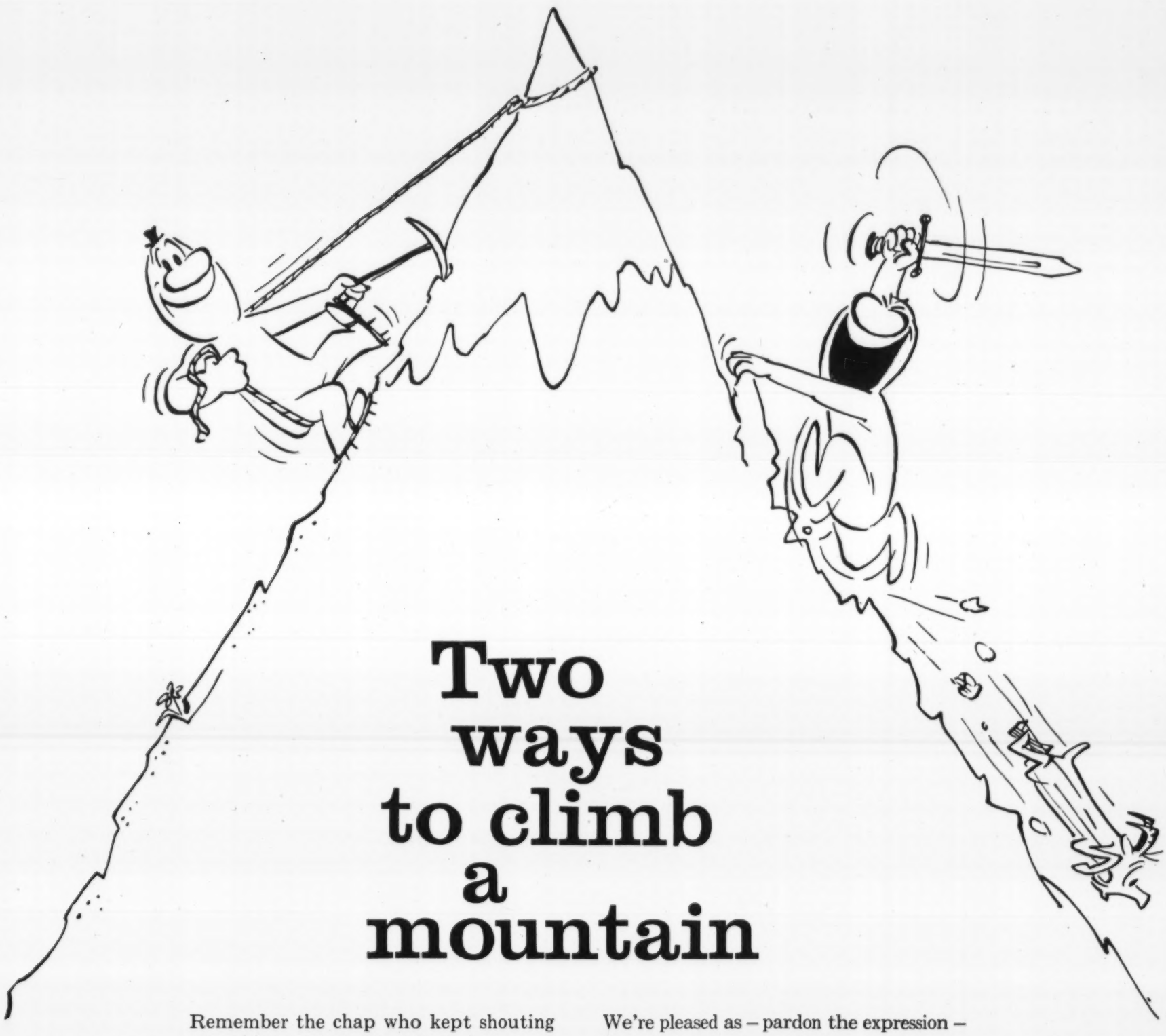
Why not send for our recently revised nine section media data file – it gives you a detailed analysis of readership.

good for selling...because it's used for buying

Industrial Equipment News

461 Eighth Avenue, New York, N. Y.

Thomas Publishing Company



Two ways to climb a mountain

Remember the chap who kept shouting "Excelsior!" and climbing blindly higher and higher? Well, he reached the peak, but he wasn't exactly in shape for any sort of a summit meeting. They found him dead on the mountaintop in the morning.

That's one way of getting there. When a magazine tries a helter-skelter, hit-or-miss run for its life like that, it's called *forced sales*. Circulation climbs, all right, but it's partly because of whoop-de-do and ballyhoo, and it's hardly a sure-footed way to travel. Meanwhile, who's bringing up the arrears?

There's another way to get up in the world, and that's (enter the hero) the Post way. We're pleased as – pardon the expression – Punch that Post circulation continues to surge up, up, up. (We've already delivered next July's new rate base of 6,250,000 copies!) But the thing that's really got us yodeling is the *way* we're getting up there. Post growth is *natural growth*, rising out of editorial vitality and natural reader demand. That's by far the *best* way to climb up top, among the edelweiss. And only the Post can make this king-of-the-mountain statement:

In paid-for, hard-money circulation (no arrears), the Post is the number-one general weekly! (Check your ABC and see!)*

*ABC Publishers' Statements, June 30, 1959

A CURTIS MAGAZINE

The Saturday Evening POST

Sell the Post-Influentials ... with HI-FREQUENCY Ad Page Exposure!

Bates, Account Exec Cited in FTC Complaint

(Continued from Page 1)

licel Super filter results in less tar and nicotine than others. In the demonstration, a liquid is poured into two tubes, one containing Life's filter, the other containing another filter. In the tv demonstration, and in the drawing used in print ads, the competing filter breaks and most of the liquid passes, while Life's filter absorbs the liquid without breaking.

The complaint does not make any allegation with respect to the comparative effectiveness of the Life filter, but it contends the demonstration does not prove what it purports to prove. FTC sources explained that ability to absorb a liquid does not necessarily prove ability to absorb tar and nicotine from smoke.

■ The other two counts involve a newspaper ad which appeared here this week, headlined: "New filter cigaret ratings on file with the U. S. government." FTC said this ad implies that Life cigarets are indorsed by the government or that the smoke of Life has been found by the government to be lowest in tar and nicotine compared with other cigarets. The commission said neither implication is true.

The complaint points out that Bates is the agency for the respondent and that Mr. Loomis is a vp and account executive, and "insofar as the allegations of this complaint are concerned, was responsible for, active in, the practice of said respondent.

"In the course and conduct of its aforesaid business and for the purpose of inducing the sale of its cigarets and related products, Brown & Williamson Tobacco Corp. has, with the aid and direct participation of respondent Ted Bates & Co. and David Loomis, made certain statements, representations and pictorial presentations with respect to the filters of their cigarets in advertising, in magazines and newspapers of national circulation and by means of radio-tv broadcasting," FTC says.

Attached to the complaint are three exhibits. Two are tearsheets of newspaper ads. The third consists of the scripts of two Life cigaret commercials, on Ted Bates letterhead. The scripts are dated Nov. 21, for use on the CBS-TV show, "Mr. Lucky."

■ Charles Granday, assistant FTC general counsel, who drafted FTC's advertising guides for the tobacco industry, told Advertising Age today that the complaint should not be regarded as a breakdown in voluntary cooperation between the commission and the tobacco industry.

"We are meeting with cigaret people and solving problems every day," he said. "There have not been any real impasses."

In this case, he said, the commission is concerned with issues not necessarily related to tobacco, which are particularly sensitive points in the current enforcement program.

"The issues raised here—deceptive demonstrations and implied government endorsement—are not the kind of issues we deal with under the tobacco advertising guides," he said. "They are practices which could arise in any industry, and they are being treated as they would be, regardless of where they occurred."

■ William S. Cutchins, president of Brown & Williamson, told Advertising Age today that "everything my company has said in its advertising has been factual; it was open and aboveboard, or I, as president, would never have let it go on the air."

Mr. Cutchins said that while he understood the FTC planned to serve him with a complaint, it had not been received "and we don't know what's in it."

He said that several months ago the FTC requested Brown & Williamson to file its findings on the nicotine and tar contents in Life cigarets "and on all advertised brands."

■ "We told the government we couldn't do that," said Mr. Cutchins, "because it would mean the purchase and installation of additional equipment and more scientific people.

"Then the FTC came back with a much shorter list of cigaret brands and requested that we study them. We decided to go ahead on this list. And we did.

"The FTC's request for these figures did not contain any restriction; they didn't tell us not to use them in our advertising, and when we supplied the figures we did so with no malice aforethought; we had no ideas then about using them in our advertising.

"Our commercials have not implied or insinuated that the figures were approved by the U. S. government; they only mention the fact that we filed the figures. If the public goes away with any other idea, then I don't understand it." #

New Filter Cigarette Ratings On File With U.S. Government

New Tar and Nicotine Determinations of Filter Cigarettes

	MG. TAR PER CIG.	MG. NICOTINE PER CIG.
Brand Y (King)	20.1	1.7
Brand U (King)	17.3	1.6
Brand T (King)	16.5	1.7
Brand S (King)	16.3	1.3
Brand R (Long)	15.8	1.4
Brand Q (King)	15.2	1.3
Brand P (King)	15.0	1.4
Brand O (King)	15.0	1.3
Brand N (King)	15.0	1.2
Brand M (King)	14.7	1.3
Brand L (King)	14.6	1.3
Brand K (King)	13.9	1.4
Brand J (Long)	13.1	1.0
Brand I (King)	13.0	0.5
Brand H (Long)	12.2	1.3
Brand G (Long)	11.3	1.1
Brand F (King)	10.9	0.9
Brand E (King)	10.5	0.8
Brand D (King)	9.3	0.9
Brand C (King)	7.3	0.5
Brand B (King)	6.8	0.5
Life (King)	5.0	0.5

New Cigarette Found Lowest in Tar, Nicotine

Washington, D.C.: The United States Government has just received a special report which shows that a new filter cigarette—today's new Life—has achieved the least tar and nicotine ever attained. This report, filed with the government in the public interest, supersedes all previous ratings.

Achieves Least Tar, Nicotine

Following accepted research practice, the table shown at left omits all brand names except the one lowest in tar and nicotine—new Life. One of the scientists who developed new Life, Mr. Thomas Wade, said in an interview:

"This new advance was largely due to one factor—the super-absorbent Millecel Filter developed for Life Cigarettes. With this new filter, Life has been able to achieve the least tar and nicotine of any cigarette made, as shown by the filter ratings on file with the U.S. Government."

Report to Government Welcomed

Life has set a new standard of tar and nicotine reduction. Life scientists have also developed new taste enrichment which delivers full flavor never before possible in a filter cigarette.

Smokers, acting on the new ratings filed with the U.S. Government, are changing to new Life . . . for the least tar and nicotine in history.

©1959, Brown & Williamson Tobacco Corp.

Commission System Aids Small Accounts, Dotted Line Club Told

Chicago, Dec. 8—Two agency executives yesterday vigorously defended the 15% agency commission system at a meeting of the Chicago Dotted Line Club.

The speakers were Harvey Scribner, president of Russell T. Gray Inc., and H. E. (Woots) Orwig, senior vp of Buchen Co.

Publishers have said that the cost of soliciting advertising would be far greater if the 15% commission were abolished, Mr. Scribner said. He added that most publishers prefer the 15% system, and he maintained that this system has been responsible for the growth of the industrial advertising field.

■ Pointing out that many business publications did not allow commissions to agencies some 30 to 40 years ago, Mr. Scribner asserted that business paper publishers decided to allow 15% commissions because of the growth in importance of agencies.

Mr. Scribner deplored the small profit margin enjoyed by agencies as compared with other businesses. Despite this, he said, agencies hire talent which cannot be afforded by the ad departments of companies and publications.

Mr. Orwig charged that some large advertisers have been pressurizing publishers to scrap the 15% commission system. He said that such a move would benefit the larger advertisers but would hurt the medium and smaller advertisers. #

Hill Moves to EWRR

H. K. Porter Co., Pittsburgh, has appointed Erwin Wasey, Ruthrauff & Ryan, San Francisco, to handle advertising for Hill Transformer Co., San Carlos, electrical transformer manufacturer recently acquired by Porter. Hill has been serviced by Sturges & Associates for the past four years. EWRR also handles the Porter account and 12 subsidiaries from its Pittsburgh office.

L&N Boosts Zeltner

Herbert Zeltner, vp and assistant media director of Lennen & Newell, has been appointed director of media for the agency, succeeding Anthony Depierro, who resigned.

Kraft Gets Patent Suit Settlement of $1,000,000

Kraft Foods division of National Dairy Products Corp., Chicago, has settled its patent infringement suit against Borden Co., Chicago, and De Laval Separator Co., Poughkeepsie, N. Y., for $1,000,000. The suit alleged that Borden infringed on a patent covering a method of making cream cheese and that De Laval made machines for Borden.

Barret Chemical to Palm

Barret Chemical Products Co., Shelton, Conn., has appointed Charles Palm & Co., Bloomfield, Conn., to handle its advertising.

Rehbock Cuts in as Graff Waltzes with Dale Dance Release

New York, Dec. 8—Harry W. Graff Inc., New York, today announced it had been appointed to handle print media for Dale Dance Studios, New York, second in dance dollars only to Arthur Murray.

But the press release—some six months behind Graff's actual appointment—unfortunately coincided with a decision by Dale to move to Rehbock Advertising.

Rehbock indicated it had been "officially" appointed by Dale yesterday to handle the account, which is expected to bill between $100,000 and $150,000 in 1960. A letter from Edward Herold, new president of Dale, to Rehbock, confirming the appointment, has been received, the new agency said.

Mr. Herold replaces the late Murray Dale, founder of Dale Dance Studios, who died of a heart attack Sunday. He was 53.

■ Rehbock indicated that newspapers and car cards will be used initially to push Dale, which has 14 studios in the New York metropolitan area and 25 in major cities around the country.

Dale spent approximately $300,000 in advertising in 1959, according to Robert Blanke, general manager. Two-thirds of that figure was in radio and tv, handled by Wm. Warren, Jackson & Delaney, New York, which will continue to handle Dale's radio and tv.

Graff, which had actually been appointed by Dale last May, simply "procrastinated" in making the announcement, it said, and indicated today that it was unaware of Dale's switch to Rehbock. #

NFL Enterprises Set to Merchandise Pro Football Label

Beverly Hills, Dec. 10—National Football League Enterprises has been formed by the 12 teams of the professional football conference to serve as a licensing organization for brand name merchandise. Licensees will use the symbol of NFL and emblems of the 12 teams. The licensing operation will be a division of Roy Rogers Frontiers Inc. Larry Kent, vp and general manager of the Rogers company, which over the past eight years has licensed merchandise averaging an annual retail gross of $30,000,000—will function in the same capacity for the new division. Louis A. Banks, New York, will be vp in charge of sales promotion.

■ The complete program will be formally introduced during the National Retail Merchants Assn. convention in New York in January by the NFL committee for merchandising. Members of this committee include Pete Rozelle, Los Angeles Rams; George Halas, Chicago Bears, and Carroll Rosenbloom, Baltimore Colts.

In addition to athletic equipment for youth, NFL Enterprises will license sportswear, accessories for adults, home furnishings, jewelry, giftware and stadium accessories. A special blazer for each team will be available to season ticket holders (about 325,000 nationally) exclusively.

A coordinated consumer advertising program is being planned to coincide with the start of the 1960 football season and during the Christmas selling period. Honig, Cooper, Harrington & Miner, Los Angeles, agency for Roy Rogers Frontiers, will also handle NFL Enterprises. #

'American Fabrics' Adds Unit

American Fabrics, New York, has acquired Hedgehog Press Inc., New York book publisher.

Agency, Ex-Exec Embroiled in Suit Over Ex-Account

New York, Dec. 10—A New York agency—Lampert Agency—and a former account executive of that agency—Herbert A. Kuscher—are embroiled in suits and counter-suits here.

Although legal action was initiated last April, the case came to light only this week when a New York supreme court judge reserved decision on a petition by Mr. Kuscher's attorney for a separate trial by jury on some of the issues involved.

The agency is suing Mr. Kuscher for $80,000 damages and asks he be enjoined from soliciting certain accounts. Mr. Kuscher, in turn, is asking $65,000 damages, including $10,000 on an assault charge.

■ The papers filed in court show that Mr. Kuscher joined Lampert June 23, 1958, as an account executive, bringing with him the FR Corp. account. Mr. Kuscher had been advertising manager of the maker of photographic equipment until then. FR had empowered Mr. Kuscher to seek an agency to replace Wexton Co. and authorized him to join as an account executive whatever agency he selected.

Mr. Kuscher left the agency April 14, 1959, and the account left three days later. Mr. Kuscher joined Kameny Associates at that time and is presently an account executive with Adams & Keyes. The FR Corp. account is now at E. T. Howard Co.

■ Lampert alleges Mr. Kuscher conducted "a studied campaign to purposely neglect the FR account" to induce dissatisfaction and persuade FR to cancel its contract. They also allege he solicited accounts that joined the agency while he was employed, plus some others, which, according to a deposition by Mr. Kuscher, the agency has never had.

Lampert seeks restraints against solicitation by Mr. Kuscher of the following accounts: Central Conveyer Co., Ednalite Optical Co., Fanny Farmer, Dynacolor, Continental Arms Corp., Petri Camera, Kuri Bayashi Camera Industry, Agfa Inc. and Electro-Sonic Labs.

Mr. Kuscher's counter-suit alleges that Lampert failed to properly service the account, as a result of which he lost control of it; that Lampert breached his employment contract, and that Mill Roseman, exec vp of Lampert, assaulted him on April 14 while Mr. Kuscher was in his (Kuscher's) office "to obtain personal papers lawfully belonging to him."

Porter Is Named Donnelley Publisher

New York, Dec. 10—Reuben H. Donnelley Corp. has named Pliny A. Porter publisher of the group of six publications purchased from Drug Publications Inc. and its subsidiary, Yorke Publishing Co. (*see story on Page 29*). Mr. Porter formerly was general sales and ad manager of the Yorke group of publications.

Mr. Porter will work under E. A. O'Rorke, vp of Donnelley's magazine publishing division. W. T. Wisotzkey, president of Drug Publications, will remain with the Donnelley organization until the changeover has been completed. #

Bottfield Gets Beauty Job

Philip M. Bottfield, formerly with Benton & Bowles, has been appointed executive director of Miss Universe Beauty Pageant Inc.

Kodak

So much is said

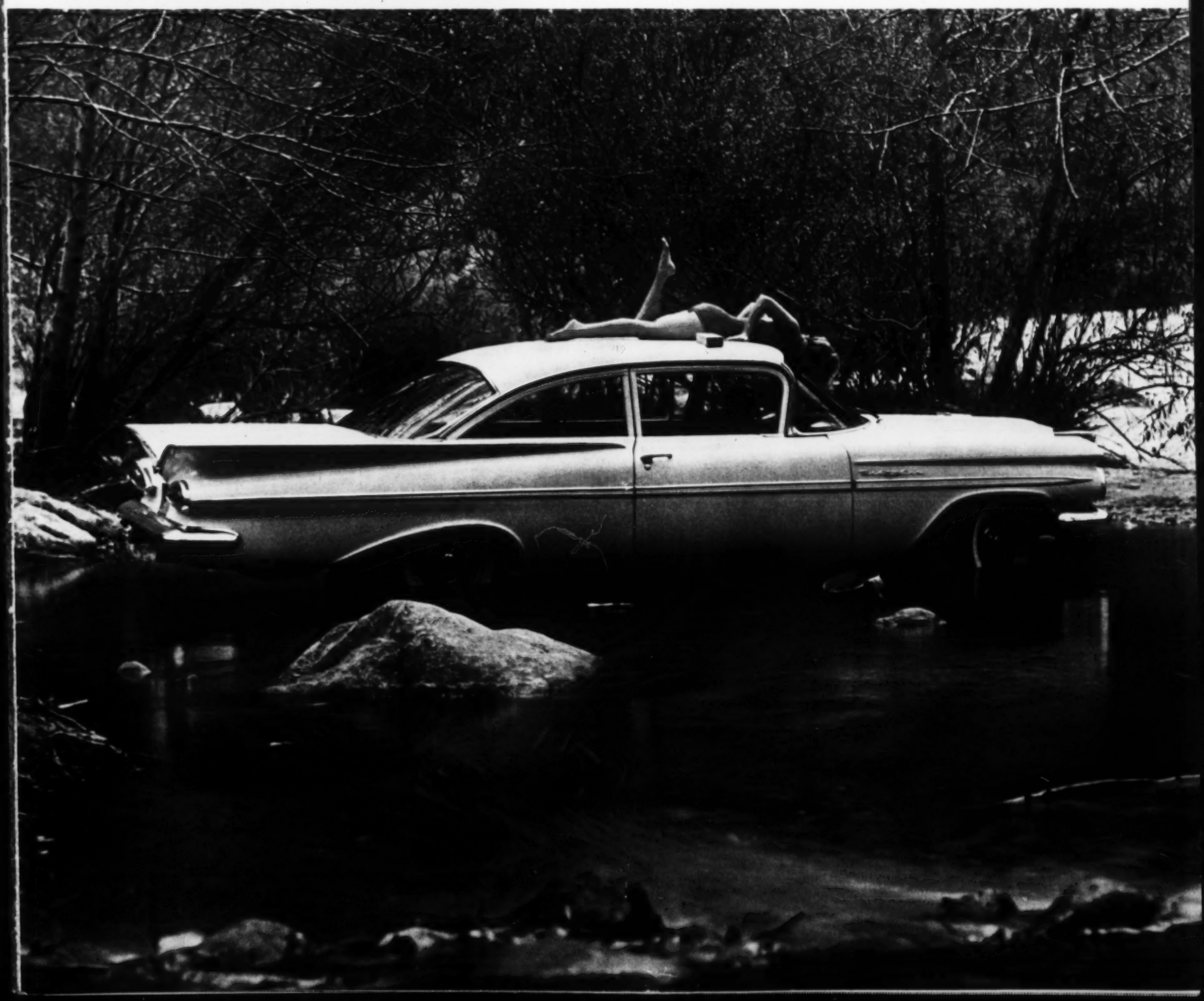
When a picture says it all

To TELL its selling story, Chevrolet uses a modern medium—color photography by the Kodak Ektacolor System. From a single negative, a choice of print, transparency, or black-and-white, all of which reproduce beautifully. From the same negative, too, R.O.P. separations, when, as and if they are needed.

What flexibility for a system which so enhances the stature of illustration!

EASTMAN KODAK COMPANY • Rochester 4, N.Y.

Photography and Ektacolor Prints by **TODD WALKER**



TOPEKA has 1 TV Station...

WIBW-TV is it

WIBW-TV SATURATES TOPEKA

and provides the ONLY good signal in a 100,000 TV HOME AREA!

Serving All Day...Any Day...a total of 226,850 TV homes in 38 rich Kansas counties.

Survey-Proved WIBW-TV TOPS ALL COMPETITION.

WIBW-TV — CBS, NBC, ABC — Channel 13 — TOPEKA, KANSAS

(Division, Stauffer-Capper Publications)
REPRESENTED BY AVERY-KNODEL, INC.

GE Names Feldman, Lindholm

General Electric Co. has named Bernard A. Feldman manager of sales planning and promotion of its user industries sales office, Pittsburgh, and has appointed A. E. Lindholm manager of advertising and sales promotion for its meter division, Somersworth, N. H. Mr. Feldman formerly was manager of marketing administration and personnel development for GE's industry control department, Roanoke, Va. Mr. Lindholm was manager of advertising and sales promotion for GE's Empire district.

McCann, Chicago Names Two

John Vollbrecht has returned to the Chicago staff of McCann-Erickson in an executive creative capacity. Mr. Vollbrecht left McCann-Erickson in 1956 to join Cunningham & Walsh, Chicago, as a vp and creative director. McCann-Erickson also has named Clair Callihan Jr., formerly with Earle Ludgin & Co., a radio and tv production supervisor in Chicago.

N. Y. Art Directors, Graphis, Illustrators Publish New Books

NEW YORK, Dec. 8—Three new art books, surveying advertising illustration, photography and packaging, are featured on publishers' fall lists.

From Graphic Publishing, in Zurich, comes "Graphis Packaging," the company's first survey of international package design (372 pages, $17.50). Following the handsome format of other Graphis books, this one reproduces 1,022 outstanding packages, selected from over 11,000 entries.

The publisher has designed the book as a "standard reference book," and starts out with the premise that packaging "largely predicates the success of new product ventures." The illustrations are arranged in 15 product classifications, and the captions give complete technical information.

Supplementing the illustrations are 14 articles written by packaging specialists. The articles cover such diverse subjects as designing record covers and wrapping papers, to the packaging of drinks and pharmaceuticals. The book also includes a 99-point check list for package planning, as well as a chapter illustrating various types of folding box construction.

■ Another new book, "Illustrators '59," is the first annual to be published by the Society of Illustrators (Hastings House, $12.50, 215 pages). Planned as a cross-section of American illustration today, it reproduces 350 selections included in the society's first national exhibition held this spring.

The book is divided into five sections, including illustration in the editorial, advertising, institutional, book and tv fields. Each section is introduced by a critique by the jury chairman of each section. Work of young artists is included as well as that of established "names."

The result, according to one juror's analysis, is that the exhibition definitely proves that "Illustration has become truly creative. The illustrator has become an artist." The text also points out that one of the "understood aims of the exhibition was an attempt to stem the indiscriminate use of photography as advertising art."

■ The point is well taken when one thumbs through the third new book, "The 38th Annual of Advertising & Editorial Art & Design," published for the Art Directors Club of New York (Farrar, Straus & Cudahy, $15, 314 pages). Here illustrations are outnumbered by photographs once again.

The book is a complete record of the national exhibition held by the club last April and reproduces all the exhibits, including 428 printed pieces and 59 tv commercials. Having been published continuously since 1921, the annual over the years has assumed something of the character of a continuing history of the development of modern advertising and design, as seen through the eyes of the art director. ≡

Collins Joins Stanfield

Arthur S. Collins has joined the Montreal office of Stanfield, Johnson & Hill Ltd. as vp and creative advertising director. Mr. Collins was formerly exec vp of Tandy-Richards, Toronto.

Oklahoma City Retail Sales Up 69%

Retail sales in Oklahoma City spurted to $573 millions in 1958, a gain of 69% in ten years, according to preliminary reports of the Census Bureau's 1958 national retail trade survey. National average sales gain for the period was 48%.

That Oklahoma City in 1959 is maintaining that strong growth pace is proved by the Federal Reserve Board's weekly survey of department store sales. This report shows Oklahoma City's sales are up 7 percent for 1959 through the week ending November 7. This would mean that currently sales here are running at an annual rate of more than $610 millions.

The Census Bureau's 1958 report listed Oklahoma City a strong sixth among 12 growing southern Metropolitan areas that are leading the nation in sales increases. The 1958 total of $573 millions moved Oklahoma City into 50th place among the nation's Metropolitan areas.

Are your sales in Oklahoma sharing in this growth? Get growth in your sales — with a solid selling campaign in The Daily Oklahoman and Oklahoma City Times. These papers give you a daily combined circulation equal to 54.1% of the households in their prime 58-county marketing area of Oklahoma where 68% of the state's retail sales are made. Sunday circulation covers 47.4% of the households in the same wide area.

grow with OKLAHOMA!

Circulation Growing, Too!

Sept. 30, 1959, Publisher's Statement* shows

total daily combined circulation 270,101 UP 10,790

total Sunday circulation 240,753 UP 5,085

six months average compared with the same period of the previous year

* subject to ABC audit.

THE DAILY OKLAHOMAN

OKLAHOMA CITY TIMES

Published by The Oklahoma Publishing Company Represented by The Katz Agency

Paul Edwards, 61, Adman, Economist, Educator, Is Dead

MAPLEWOOD, N. J., Dec. 8—Dr. Paul K. Edwards, 61, chairman of the department of marketing at Rutgers University school of business administration, Newark, died Dec. 6 of a heart attack at his home here.

Born in Oskaloosa, Ia., he was graduated from Earlham College, Richmond, Ind., and then served with the American Red Cross overseas during World War I. In 1922 he received his master's degree from Harvard University, and in 1936 he received a doctorate in commercial science, also from Harvard.

After serving as professor of economics at Ursinus College in 1922-'23, Dr. Edwards joined the staff of the Harvard bureau of business research.

■ In 1925 he was assistant to the general sales manager of Crosley Radio Co., in Cincinnati, and in 1926 was a member of the staff of Daniel Starch, New York research organization. He also did sales research in New York for the Simmons Co. From 1932 to 1938 he was director of sales promotion in Negro markets for the Rumford Co., manufacturer of baking soda.

From 1937 to 1946 Dr. Edwards was professor of marketing and chairman of the marketing department, school of business administration, Newark University. When the university was absorbed by Rutgers in 1946, he retained those posts at Rutgers.

He was the author of "The Southern Urban Negro as a Consumer," published in 1932, and was a frequent contributor to various business magazines.

HARRY J. SHORE

PORT COLBORNE, ONT., Dec. 8—Harry J. Shore, 70, a past president of the Ontario Provincial Dailies, former manager of the *Welland Evening Tribune* and a director of Thomson Co. Ltd., died Nov. 27 in his home here.

Mr. Shore began his newspaper career with the *Ottawa Citizen*. He purchased the *Port Colborne Times* in 1914, changing its name to the *Citizen*. He published the newspaper until 1929, when it was merged with the *Welland Tribune*. He was appointed manager of that daily then and served in the position until he retired in 1954.

EDWARD J. MEILICKE

VANCOUVER, B.C., Dec. 8—Edward J. Meilicke, 71, an investment dealer here and formerly president of the *Star-Phoenix*, Saskatoon, Sask., died here last week. With a brother, Hugo, Mr. Meilicke acquired control of the *Star-Phoenix* in 1928; later it was sold to the Sifton Newspaper Group.

PAUL H. LAABS

MILWAUKEE, Dec. 8—Paul H. Laabs, 71, one of the founders of Olsen Publishing Co. here in 1910 and a vp of the company, died Nov. 26 at St. Joseph's Hospital after a short illness. Olsen Publishing Co. produces dairy publications, prints a variety of other house organs and does other printing work.

A native of Germany, Mr. Laabs was brought here as a child. He was a member of a number of organizations in the advertising, sales and printing fields.

HERBERT S. LENZ

PORT WASHINGTON, N. Y., Dec. 8—Herbert S. Lenz, 61, who retired last year as manager of the New York office of Ralph H. Jones Co., Cincinnati advertising agency, died Dec. 3 of complications caused by a liver complaint after a long illness at North Shore Hospital.

Born in La Crosse, Wis., Mr. Lenz attended the universities of Wisconsin and Chicago, and served in the Army during World War I. He started his advertising career, following the war, in the advertising department of Hart, Schaffner & Marx in Chicago. In 1935 he joined Montgomery Ward & Co. in New York, and the following year became a member of the advertising staff of R. H. Macy & Co., New York department store. In 1939 he became visual director and a member of the editorial committee of *Look*.

■ In 1941, Mr. Lenz became visual department manager and a member of the plans board of Lord & Thomas, where he also handled the American Tobacco Co. account. From 1942 to 1947 he was an account executive with Young & Rubicam, and from 1947 to 1951 was a vp at Stockton, West & Burkhart, Cincinnati. The latter year, he returned to New York to become a vp and account executive with J D. Tarcher & Co., and from 1953 through 1958 he was manager of the New York office of Ralph H. Jones Co.

Me-r-r-r-y
Christmas

SERVICE
TYPOGRAPHERS, INC.
"where typesetting is still an art"
HArrison 7-8560
723 S. WELLS ST. CHICAGO 7, ILL.

The Confidence Factor in radio

New Pulse studies show McClatchy stations KMJ and KFBK lead in acceptance

New Pulse qualitative studies in Sacramento and Fresno, California show the McClatchy stations, KFBK and KMJ, substantially ahead in public confidence and acceptance.

Briefly, respondents were asked which radio station:

1. gave most complete and accurate news
2. gave the greatest feeling of confidence in advertised products
3. gave the best programming variety

In each case, KFBK and KMJ ran substantially ahead of competition. In fact, in every instance, they topped the next two stations combined in listener favor.

Get what you want in your radio buy — listener confidence, ratings, coverage and economy — from KFBK and KMJ. Any Raymer man can give you details.

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA

PAUL H. RAYMER CO., NATIONAL REPRESENTATIVE

The Editorial Viewpoint . . .

Disbelief Is Widespread

Whether or not one believes that Dr. Gallup and the Gallup Poll are infallible, it is not at all difficult to believe their current pronouncements regarding the state of public opinion on the subject of the believability of television advertising.

A week or so ago Dr. Frank Stanton of Columbia Broadcasting System told the Academy of Television Arts & Sciences that a national Gallup study made for CBS showed 92% of the population aware of the quiz show scandals (a higher awareness figure than for the Army-McCarthy and the Adams-Goldfine imbroglios), with 66% of the opinion that stricter regulation of television programs is called for. Dr. Stanton consoled himself with the fact that two-thirds of this 66% thought the networks could "do the regulating."

A few days later the newspaper version of the Gallup Poll reported that more than two-thirds of the public believe that tv commercials are something less than truthful.

Asked, "How do you feel about television commercials—do you think they use untruthful arguments, or not?", 67% said they do; 19% said they do not; and 14% expressed no opinion.

The 67% who think that television commercials are untruthful were then asked if they thought the untruthfulness applied to "most television commercials, some of them, or only a few?" As a result, the Gallup poll reported that 26% of all the public thinks "most" television commercials are untruthful; another 27% thinks "some" are untruthful; 12% believe untruthfulness is limited to a "few"; 19% don't believe they are untruthful at all; and 16% reserve their opinion.

There may be some people in the advertising business who find these figures consoling, but we cannot think who they might be. The fact is that—even without the assistance of rigged quiz shows, payola, indications that newspaper columnists can be bribed, etc.—we have all been working hard to wear away the fabric of belief in advertising.

It is fashionable for all of us—including advertising people and those business men who live by advertising—to deride advertising even if we do not ourselves make it derisive. It is fashionable to joke about its silliness and unbelievability, and to gain attention with advertising that itself kids advertising.

It is naive to the point of social ostracism to believe that advertising can be honest, decent, sensible and dignified, and worthy of public belief and trust.

Is it any wonder that the people to whom it is addressed refuse to believe it or to take it seriously?

Not Quite a Science Yet

When the Center for Research in Marketing Inc. held a day-long presentation in New York recently, it inadvertently indicated that science may have planted some seeds in advertising, but it certainly hasn't fully bloomed as yet.

The motivation research outfit postulated a number of things, including the fact that "most bread advertising fails to concern itself with the symbolic meaning of bread, usually talking of it as if it were a big vitamin pill . . . and so we find it increasingly dropping out of the American diet." Two of the success stories in this field, they said, are Arnold and Pepperidge Farms, and both emphasize "the symbolic nature of the object being sold."

Here's how the Advertising Age reporter recorded subsequent developments:

"Frank McCord, vp and manager of the research department of Ted Bates & Co., took sharp issue with the point about bread advertising. Mr. McCord asked, 'How do you explain the fact that for the past 15 years far and away the best selling bread in the country has been sold as a vitamin pill?'

"Mr. Capitman [one of the principals in the research firm] asked, 'What bread is that?'

"Mr. McCord replied, 'Wonder Bread,' and he added, 'I'll bet Wonder Bread's sales *increase* last year was alone more than the combined sales of Arnold and Pepperidge.' [Mr. McCord's agency, Ted Bates, handles Wonder Bread, advertised for years under the theme, 'Builds strong bodies 12 ways.']

"Unable to account for this hole in his bread advertising theory, Mr. Capitman finally said good-naturedly, 'You know, we could be wrong'."

End of story; but not end of moral.

Advertising Age

Trade Mark Registered • THE NATIONAL NEWSPAPER OF MARKETING

Issued every Monday by Advertising Publications, Inc. **G. D. CRAIN JR.**, president and publisher. **S. R. BERNSTEIN, J. C. GAFFORD, G. D. LEWIS**, vice-presidents. **C. B. GROOMES**, treasurer.

Published at 200 E. Illinois St., Chicago 11 (DE 7-5200). Offices at 630 Third Ave., New York 17 (YUkon 6-5050); National Press Bldg., Washington 4, D. C. (RE 7-7659); 1709 W. 8th St., Los Angeles 17 (HU 3-0561); 703 Market St., San Francisco 3 (DO 2-4994); 520 S. W. Sixth Ave., Portland 4, Ore. (CA 6-2561); 99 W. Bethune, Detroit 2 (TR 2-7211).

Member Audit Bureau of Circulations, Associated Business Publications, Magazine Publishers Association, National Business Publications.

EDITORIAL

S. R. Bernstein, editorial director. **John Crichton**, editor. **Jarlath J. Graham**, managing editor. **Don Morris**, assistant managing editor.

Senior editors: Washington—**Stanley E. Cohen**. New York—**James V. O'Gara** (in charge), **Maurine Christopher** (broadcast), **Milton Moskowitz** (international). Chicago—**Emily C. Hall** (features), **Merle Kingman**.

Associates: New York—**Charles Downes, Lawrence Bernard, Phyllis Johnson, Denis Higgins, Ramona Bechtos**. Chicago—**Albert Stephanides, Shirley Ullman, Emmett Curme, John S. Lynch, Lawrence E. Doherty, Cynthia Eaton**.

F. J. Fanning, editorial production. **Elizabeth C. Graham**, librarian. Correspondents in all principal cities.

ADVERTISING

Jack C. Gafford, advertising director. **Gorden D. Lewis**, manager sales and service; **Malcolm P. Austin**, assistant manager; **R. W. Kraft**, production manager. New York: **Harry Hoole**, eastern advertising manager; **John P. Candia, David J. Cleary Jr., Louis De Marco, Daniel J. Long, William A. Maher, Alfred Malecki, B. Richard Weston**. Chicago: **E. S. Mansfield, Arthur E. Mertz, Rod H. Minchin, David J. Bailey, Jack Barnett**. Los Angeles: (Simpson-Reilly Ltd.) **Walter S. Reilly, James March, John W. Heck Jr.** San Francisco: (Simpson-Reilly Ltd.) **Wayne Stoops**. Portland: (Frank J. McHugh Co.) **Frank J. McHugh Jr.** Seattle: (Frank J. McHugh Co.) **Thomas A. Knowles**.

25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Gladys the beautiful receptionist

—Fredrick A. Ross, New York Life Insurance Co., New York.

"The format for the new show is advice to the lovelorn conducted by an English dowager type. They're calling it 'Lady Loverly's Chatter.'"

What They're Saying . . .

Package Note

Too many times a manufacturer is too close to his own product to see the shortcomings or the exciting potentials that do exist. Redundant copy and meaningless design on a package frequently date and downgrade a fine product. On the other hand, insufficient copy fails to expound the actual virtues that exist.

—Robert G. Neubauer speaking at the 23rd Variety Awards dinner Nov. 10 in New York.

It's Facts—and Common Sense

America is not Madison Ave. America is San Francisco, Chicago, Los Angeles, Lima, O., Atlanta, Greenville, Charlotte *and* New York. Why should creativity in advertising only be cheered by Madison Ave.? Why should we sit and take what Madison Ave. believes is good—not what America believes is good? I believe the South is producing creative work equal to and in some cases better than New York! Good creative advertising does not come out of ivory towers. It is evolved by men of talent, men with creative flair . . . out of research, out of facts, out of common sense.

—John S. Williams, vp and creative director, Henderson Advertising Agency, Greenville, S. C., speaking at a meeting of the Art Directors Club of Charlotte, N. C.

Me-to-You

Advertising doesn't work like a speech to a crowd, inducing a mass reaction. It works best by me-to-you persuasion. And therein is direct mail's deep strength.

—The Postage Stamp, published by The Rylander Co., Direct Mail Advertising, Chicago.

Rough Proofs

Leo Burnett is learning from his experiences at the magazine publishers' meeting some of the disadvantages of trying to play the role of dearest friend and severest critic.

•

Leo's suggestion that the business office has taken over from the editors gets no support from the staff of *The New Yorker*, who simply told the admen they'd have to cut down on their space sales.

•

A young and, he says, talented adman admits in a classified ad looking for a job that he's not a thaumaturgist.

He means he's not yet capable of pulling a rabbit out of a hat.

•

Bantob, which hoped to sell tobaccoless Vanguard cigarets, is being reorganized by its stockholders, who may have seen a ray of hope in recent statements from public health authorities.

•

"Copywriters, prof finds, are esthetic but antisocial group," the headline says.

They love beauty, and they're antisocial because their most beautiful creations seldom escape the blue pencil.

•

If doctors are as busy as pharmaceutical advertising agents think they are, maybe the new Medical Radio System should install some of its closed circuit fm receivers on the dashboards of their automobiles.

•

Business Week reports that Chevrolet led all the rest in the number of top-rated ads in its 1959 issues, a statistic that should be read with interest in several offices in and around Detroit.

•

Champion Paper promotes its Falcon Enamel with an insert featuring a life-like tiger, even though there is a new and interesting product whose name might well fit into this connotation.

•

The broadcasters' amended tv code says free plugs for products not offered by the sponsor can't be given on programs, but it's going to be hard to get some of the talent to forego their cars and liquor from generous non-sponsors.

•

W. B. Murphy told stockholders of Campbell Soup Co. that its restrained and truthful advertising has paid off in a big way, and he reported the company's earnings to prove it.

•

"Agencies timid on own promotion, DMAA is told."

As usual, the shoemaker's children are running around in the snow barefoot.

•

Four Roses, the poster says, is. "America's most gifted whisky," and if that means used most often as a gift, the advertiser is borrowing one of those columnists' tricks of changing a noun into a verb.

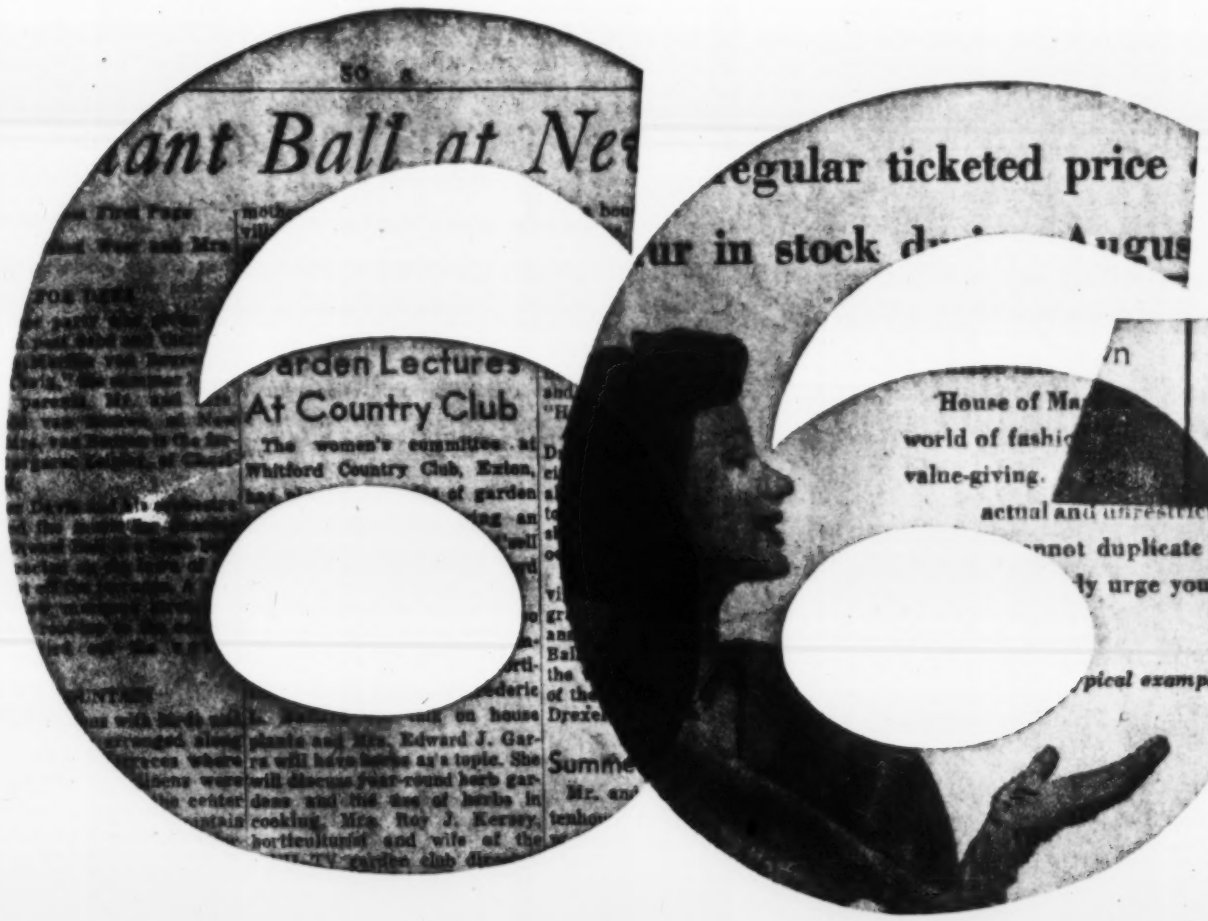
Copy Cub.

The Philadelphia Inquirer talks to 667,000 adult female readers

...and sells more where they're buying more!

The Philadelphia Daily Inquirer carries your advertising to 667,000 women throughout Delaware Valley, U.S.A.* And in the suburbs, where 61% of the food and 58% of the retail sales are made, *The Inquirer sells to 27% more women than the major evening newspaper.* So, if you want to *sell* more where they're *buying* more—put your advertising in The Inquirer!

*Source: "Philadelphia Newspaper Analysis" by Sindlinger & Company, Inc.



The Philadelphia Inquirer

Good Mornings begin with The INQUIRER for 1,406,000 adult daily readers

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
ROBERT T. DEVLIN, JR.	EDWARD J. LYNCH	RICHARD I. KRUG	FITZPATRICK ASSOCIATES	FITZPATRICK ASSOCIATES
342 Madison Ave.	20 N. Wacker Drive	Penobscot Bldg.	155 Montgomery St.	3460 Wilshire Boulevard
Murray Hill 2-5838	Andover 3-6270	Woodward 5-7260	Garfield 1-7946	Dunkirk 5-3557

FROM COMICS TO CATALOGS!

...for PENNIES...in FOUR COLORS!

THE BEST IN LOW COST PRINTING!

More and more production and advertising men all over the country make Pioneer their first—and last—call for fine quality large quantity printing.

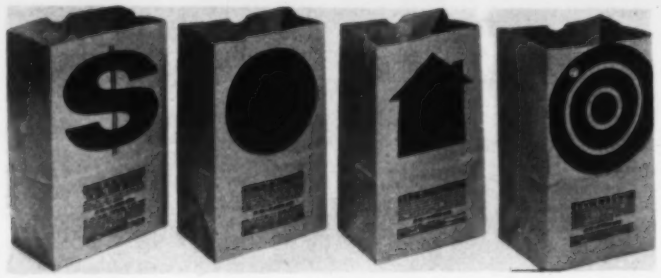
- CATALOGS
- CIRCULARS
- FLYERS
- COMIC BOOKS
- BROCHURES
- THROW-AWAYS

Send us your next job for a quick—accurate estimate . . . or let us consult with you and save you money from the very beginning.

PIONEER PUBLISHING

ROTARY LETTERPRESS PRINTING

PIONEER PUBLISHING CO.
100 So. Kenilworth Avenue, Oak Park, Illinois
Mansfield 6-3800



MAIL BAGS—*Salesbag Promotions, Ardsley, N. Y., is using these shopping bags as a direct mail promotion to promote the use of the bags as an advertising-merchandising medium.*

Lee Joins Heli-Coil Corp.

Donald Lee has joined Heli-Coil Corp., Danbury, Conn., manufacturer of Heli-Coil screw thread inserts and thread repair kits, as advertising manager. Mr. Lee was formerly assistant to the director of advertising of United Aircraft Co., East Hartford, Conn.

Seek Court Delay of Parcel Post Catalog Rate Hike

WASHINGTON, Dec. 8—The Parcel Post Assn. went into the U.S. district court here last week in an effort to prevent higher parcel post and catalog rates from going into effect Feb. 1.

Under a timetable announced by Postmaster General Arthur Summerfield the 17.1% rate hike authorized by the Interstate Commerce Commission last month would become effective in time to apply to major catalog mailings which take place in February and March.

The association is seeking a preliminary injunction, on the grounds that mailers will be seriously injured if the increased rates are in effect while a review of the rate increases is considered by the courts.

In addition to the Parcel Post Assn., which has 300 members, the action for a temporary injunction was brought by three mailers: Henry Field Seed & Nursery Co., Shenandoah, Ia.; Popular Merchandise Co., Passaic N.J.; and Wilson Chemical Co., Tyrone, Pa.

■ Crux of the case is the effort to obtain an interpretation of the policy section of the Postal Rate Act of 1958.

The law states that certain public service costs of the post office are not to be charged to mail users. The complaint charges that no increase would have been necessary if the Post Office and ICC had abided by the formula specified in that law. #

Station Representatives Set Spot Radio Campaign

Station Representatives Assn. members, New York, are pooling their efforts in an active promotion of spot radio to agencies and advertisers. A 17½-minute, color slide, audio tape presentation has been prepared by SRA to be presented by a rotating group of at least two SRA members.

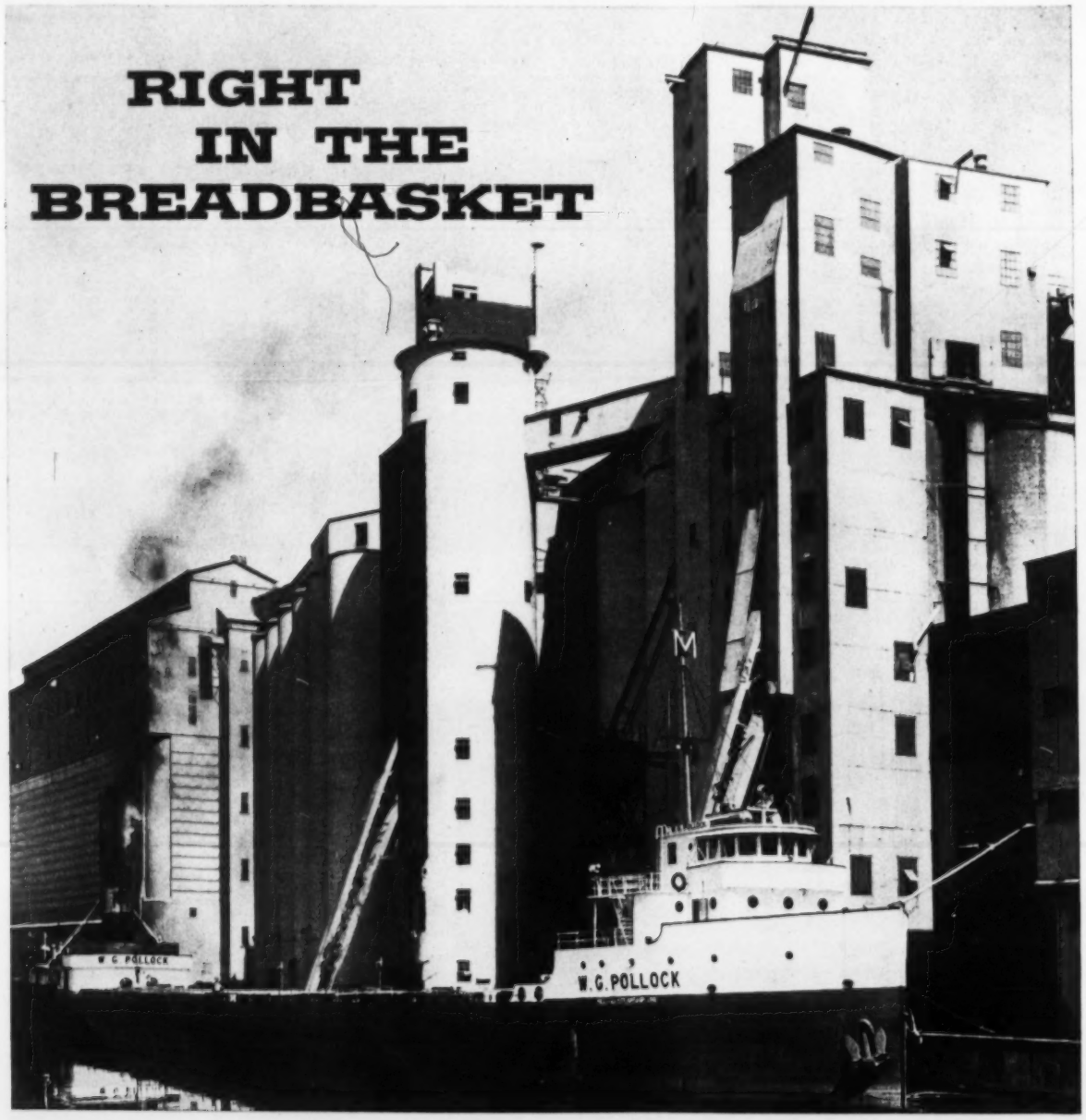
Highlight of the promotion is its claim that spot radio delivers the advertisers its prime prospect—the housewife. Basing many of its claims on Radio Advertising Bureau statistics, SRA explains that the average housewife spends four hours and 36 minutes each day Monday through Friday listening to radio.

Arbingast, Becht Alters Name, Boosts Rilea, Adds Teasdale

Arbingast, Becht & Associates, Peoria, Ill., will change its name to Becht & Blomeyer, effective Dec. 31. Harper Arbingast, who has sold his interest to Kenneth R. Becht and Harris P. Blomeyer, will be retained by the agency as a consultant.

Personnel changes at the agency include the appointment of Jack Rilea, formerly copywriter, as director of collateral services, and the addition of George Teasdale, formerly a technical manual writer at Caterpillar Tractor Co., as a copywriter.

RIGHT IN THE BREADBASKET



Grain boat unloading in Buffalo River

When you advertise on WBEN-TV, your sales message takes on added momentum and impact and hits hard right in the nation's breadbasket!
Buffalo is the world's largest milling center. Its strategic location and port facilities — first as a major port on the Great Lakes, and now as America's newest World Port since the opening of the St. Lawrence Seaway — makes the Buffalo area, more than ever, one of the major markets on the North American continent.
And it's "dead reckoning" of the most infallible and precise kind when you choose WBEN-TV to reach this important and growing market. The clearest sales voice in sight and sound, your TV Dollars count for more on . . .

WBEN-TV
CBS IN BUFFALO
CH. 4

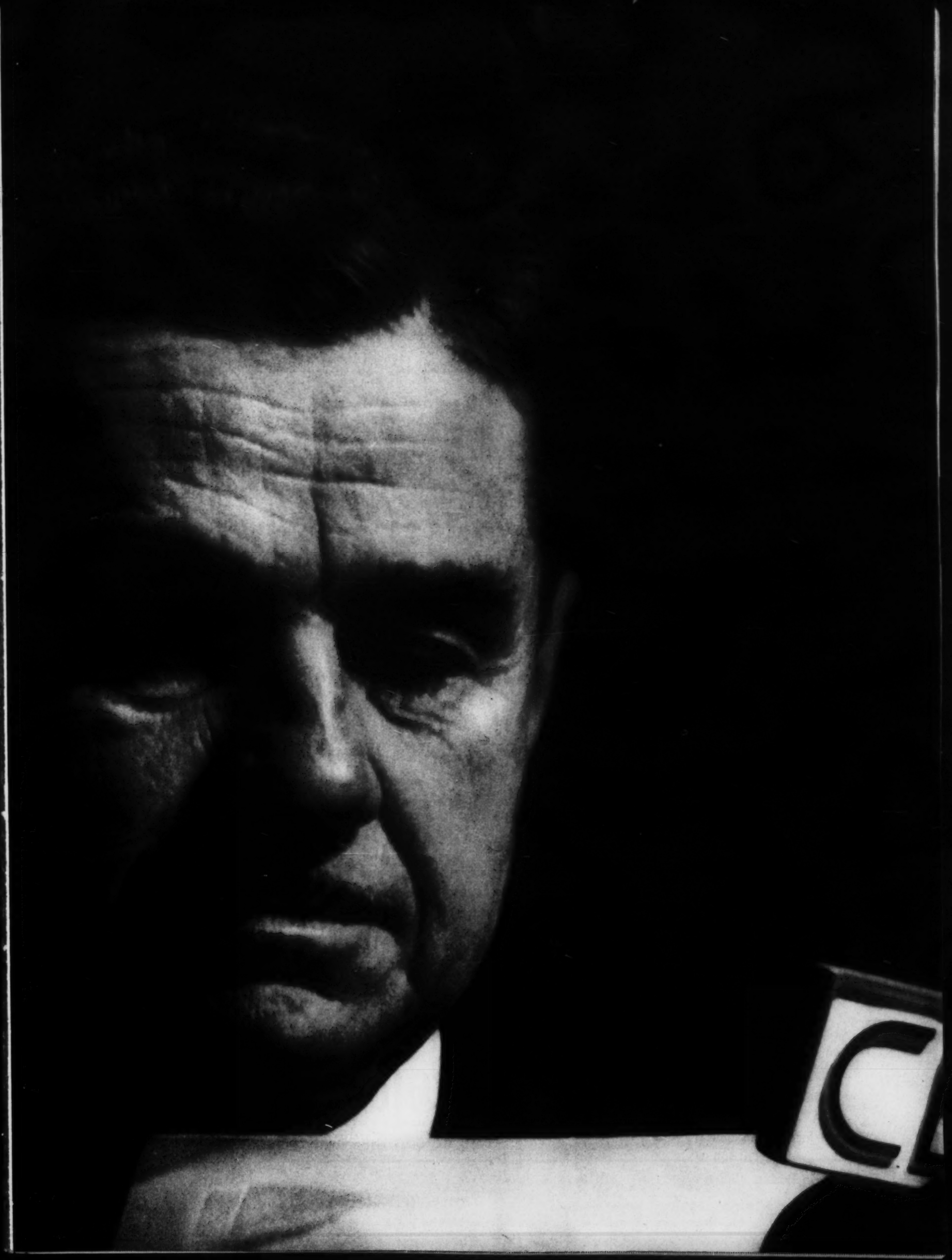
REPRESENTATIVES: HARRINGTON, RIGHTER & PARSONS

"Did you know, Mrs. Forbush, that the New York News has 2,200,000 exclusive adult readers—who read no other New York newspaper? And 65% of them are in upper income families. Shouldn't we be doing something about it?"

NOT
ONLY
GODFREY
NOT
ONLY
GARRY
MOORE
NOT
ONLY
LINKLETTER

LOWELL THOMAS IS ALL SOLD OUT ON THE CBS RADIO NETWORK

All five weekly
evening broadcasts
by LOWELL THOMAS
are sponsored
by the Oldsmobile
Division of
General Motors Corp.



a **program** that's remodeling America in packages

A program at work the past 14 years is remodeling America in packages—remodeling by whole rooms or complete homes from design through financing. That program is DSC—Dealer Sales Control. DSC was created by American Lumberman and Building Products Merchandiser to help the lumber and building materials dealer realize his fullest potential as a dominant buying and selling influence in the building materials market and as a principal market factor in home building and home improvements. DSC has succeeded. Thanks to DSC, 88% of our dealer audience operate modern retail stores featuring home improvements, 80% sell, finance and install home improvement packages. Details on DSC and the new market it has created are available.

dsc

Dealer Sales Control. New Dimension in the Building Market.

American Lumberman

and Building Products Merchandiser

59 E. MONROE ST., CHICAGO 3, ILL.

Guilford Packing Names Ricks

Guilford Packing Co., Port Townsend, Wash., has named Cappy Ricks & Associates, Seattle, as its agency. The agency also has named Gregg M. Reynolds to head its public relations and publicity department. He previously was an account executive for C. H. Prior & Associates, San Jose, Cal.

J. G. Brown Adds One

Allied Homeowners Assn., Roslyn, N. Y., has named J. Gerald Brown Advertising, Hempstead, N. Y., to handle its advertising. The agency also has appointed Glasier Crandall art director. He formerly was a consultant art director of *Sportsman's Life*.

Gyromat to Langeler-Stevens

Gyromat Corp., Fairfield, Conn., manufacturer of industrial spraying and liquid material handling systems, has named Langeler-Stevens, Orange, Conn., as its agency.

We'll send you 25¢

for enjoying any 2 of these

NEW Heinz Spaghetti Treats!

PASTA—H. J. Heinz Co., Pittsburgh, will make this special offer to introduce its expanded product line with 1,000-line, two-color newspaper ads in 13 markets on Jan. 10 and March 3. Maxon Inc., Detroit, is the agency.

Business Paper Ads Up 9% in November, 3% in Year, 'IM' Says

CHICAGO, Dec. 8—Advertising volume in business publications during November showed a 9% increase over the same month last year. For the first eleven months of 1959, advertising volume was 3.6% above the 1958 level.

These figures represent the combined volume of 319 business publications reporting monthly to *Industrial Marketing*:

Type	Page Gain	% Gain
November		
Industrial	2,512	9.9
Trade	116	2.7
Class	291	7.1
Export	141	11.9
Product News (units)	299	12.8
Total	3,359	9.0
Year to Date		
Industrial	10,298	3.7
Trade	749	1.4
Class	2,241	5.6
Export	81	.6
Product News (units)	1,658	6.0
Total	15,027	3.6

Mayer Joins Dickie-Raymond as VP and N. Y. Manager

Edward N. Mayer Jr., former vp of McCann-Erickson Inc., New York, has joined Dickie-Raymond Inc., Boston and New York, as vp and general manager of the agency's New York office. Richard Eckman continues as Dickie-Raymond's vp for client service.

Edward N. Mayer

Mr. Mayer, president of James Gray Inc., New York, prior to joining McCann-Erickson, has authored two books on direct mail advertising.

Vann Joins Globe Electronics

Howard D. Vann has been named director of advertising and public relations of Globe Electronics, Council Bluffs, Ia., a recently acquired division of Textron Electronics Inc., Providence, R. I. He formerly was director of community relations of Mutual Benefit Health & Accident Assn. and United Benefit Life Insurance Co., both of Omaha.

Peterson Names Owen Agency

Peterson Breeding Farm, Decatur, Ark., has appointed Edward Owen & Co., Avon, Conn., as its agency, effective Jan. 1.

Only
The Globe
delivers fresh readers twice a day

Because morning and evening editions are almost the same, you get almost no duplicated circulation. More of *everybody* reads The Globe. More men. More women. More young people. More intowners. More suburbanites. More readers in each income group. Ask your Globe representative for all the Global truths — from Sindlinger to Media Records to ROP full color. The Globe can do worlds for you in Boston.

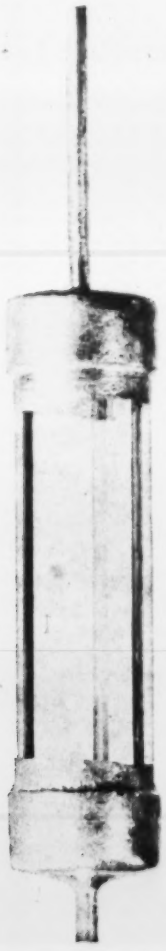
The Boston Globe
puts the world at your fingertips

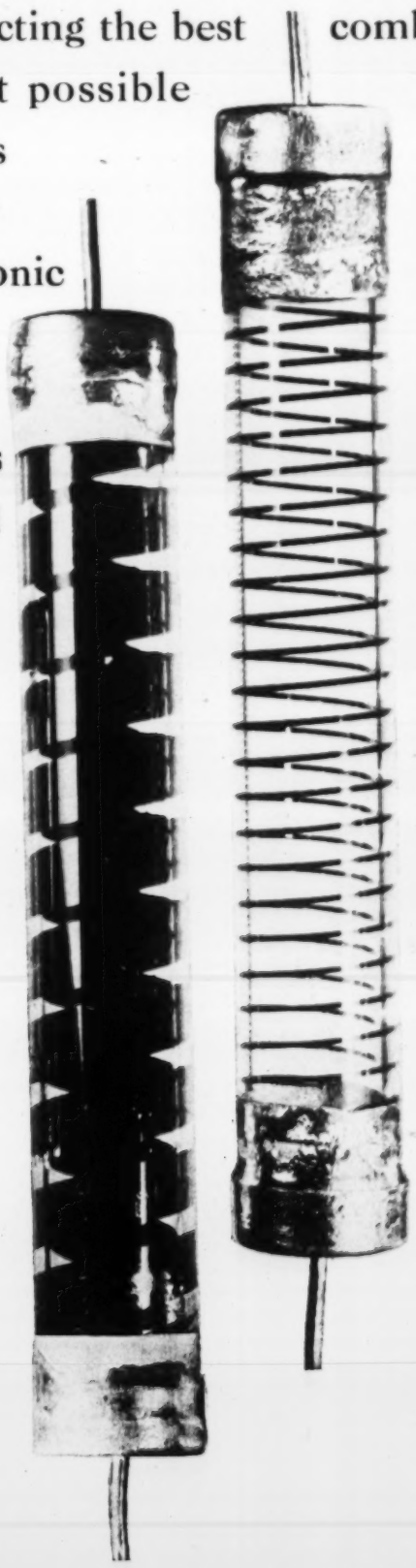
Morning
Evening
Sunday

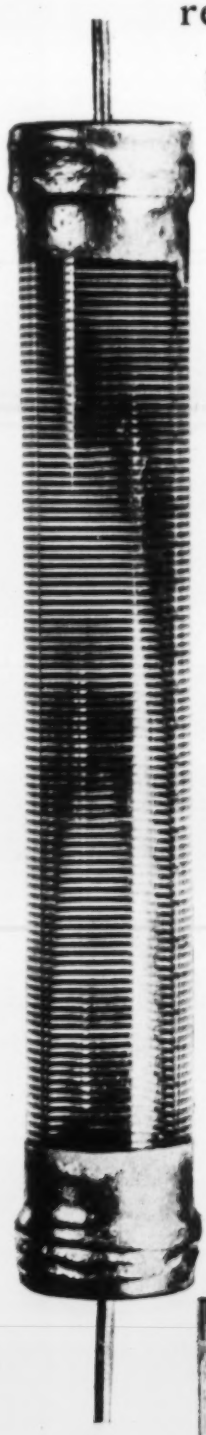
How to Introduce a New Electronic Product through ELECTRONIC DESIGN...

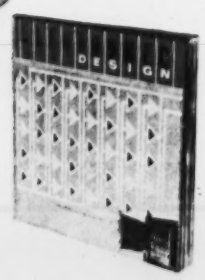
(one of a series)

Sales and profits await those companies who plan their new product promotion as thoroughly as they plan the product. To lead off your campaign, send our editors your publicity kit, then follow quickly with advertising that is strong on product–its features and applications–low on boast, high on user benefit. *Electronic Design's* many readership, inquiry, and application studies (plus the immediate results from your publicity and advertising) can guide you in selecting the best combination of frequency, size, and color to build highest possible returns. In ED you get circulation that is proportioned exclusively among 32,000 key design engineers in over 4,500 U.S. electronic manufacturing plants... plus the highest proven readership of any electronic magazine.... The individual details of your campaign may vary, but the end results will be measured in SALES in a market for original equipment that stands at $9 billion, and is heading for $10 billion.









... more than a magazine
a selling FORCE

BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aviation market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week

Including ***Space Technology***

A McGraw-Hill Publication 330 West 42nd St New York 36 N Y

Aircraft – Missiles – Spacecraft

ABC PAID CIRCULATION 73,606

Meet an IRE award winner for 1959.

IRE REMEMBERS THE MAN

for his

Perceptive Research

And behind the cold statistics of the 61,957 net paid circulation Proceedings now enjoys, are 57,334 (ABC) **professionally qualified men** plus 13,976 student members in 156 Engineering Colleges, now awaiting your message in their own journal. If you buy space in the radio-electronics field, you should meet them.

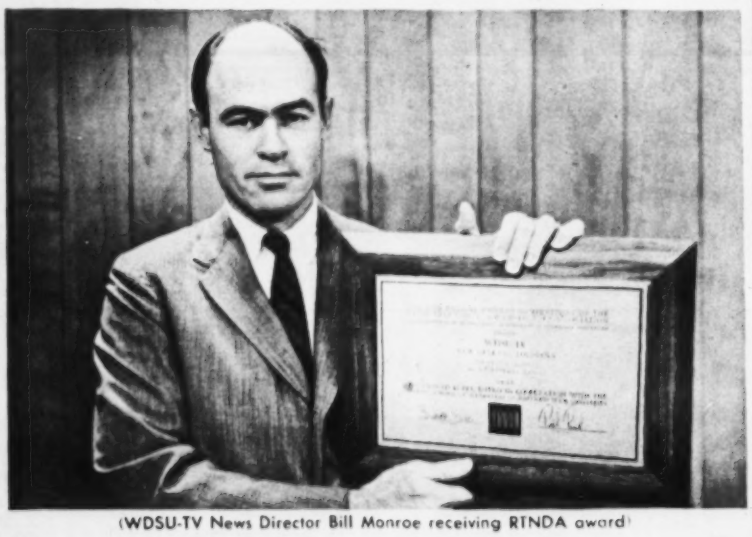
For a share in the present, and a stake in the future, make your product NEWS in

Proceedings of the IRE
The Institute of Radio Engineers

Adv. Dept. 72 West 45th Street, New York 36, New York • MUrray Hill 2-6606
Boston • Chicago • Minneapolis • San Francisco • Los Angeles

The background story of every successful venture always has a man in it. To Richard D. Thornton goes this year's IRE *W. R. G. Baker Award* for his paper entitled "Active RC Networks," which appeared in the September 1957 issue of IRE TRANSACTORS ON CIRCUIT THEORY. Hats off to a man with a purpose, well on his way on the path of progress—Richard D. Thornton, Assistant Professor of Electrical Engineering, Massachusetts Institute of Technology, Cambridge, Mass.

WDSU-TV Wins National Award for Editorials



(WDSU-TV News Director Bill Monroe receiving RTNDA award)

Editorials cited for integrity, good taste, courage

NEW ORLEANS—Among all television stations in the United States, WDSU-TV was awarded First Prize by the Radio and Television News Directors Association for editorializing by a TV station. The opinion of the judges was stated as follows:

"Our first choice in the TV competition is WDSU-TV, New Orleans. We were all enormously pleased by the editorials submitted. They were professional, they were important, they were concrete, they were done with good taste and integrity, and they indicated a basic courage on the part of station management."

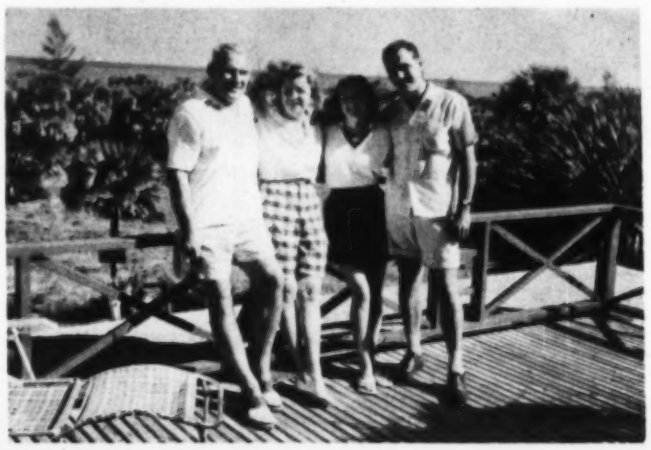
WDSU-TV, according to station management, will continue to maintain an editorial policy dedicated to the progress and betterment of the area served.

In New Orleans
WDSU-TV
gives you the picture

Getting Personal

Chicago *musica ficta:* **Ken Snyder,** tv-radio creative head of Needham, Louis & Brorby, and **Jack Fascinato,** former "Kukla, Fran & Ollie" music man, have co-composed a new Capitol LP album, "Music from a Surplus Store," using such unmusical instruments as trowels, scaffolding nails and wastebaskets . . . The musical revue at Way Off Broadway, new Chicago nightclub, was produced and created by **John Rand,** copywriter at Foote, Cone & Belding, and wife Judy. Fellow FC&B copywriter **John O'Toole** wrote the lyrics for the revue, which satirizes tv and advertising . . .

Irv Warhaftig, art director of Black & Little, Newark agency, has installed a 200-lb. printing press in the basement of his Livingston, N. J., home, turning himself and his family into publishers. The first issue of "The Locust Place Graphic" appeared in late November. Circulation: 50. No advertising accepted . . . **Edmund F. Lindner,** medical writer who did yeoman work for Ted Bates on Miltown and who has now switched to proprietaries at Benton & Bowles, was cited Dec. 3 by the New York chapter of the American Medical Writers Assn. "for distinguished contributions in advancing medical communication." He is secretary-treasurer of the chapter . . .



IT'S THE LIFE—*Here on the sun deck of the Chaffees' home in Vero Beach, Fla., are former Chicagoans Frank Chaffee (retired from Sunday and now in the real estate business) and his wife, Lucy, and Rita and Jud Vear. Jud is with the Chicago office of Good Housekeeping.*

Vote getters: **Ford Perine,** assistant ad director of *Life,* last spring lost the mayoralty race in the Republican primary at Saddle River, N. J., but was a successful write-in candidate for councilman this fall—he won by eight votes. *Life* general promotion's **Hud Stoddard,** a Democratic candidate for the school board in New Canaan, Conn. (which has about 80% non-Democratic registration), garnered 42% of a record turnout vote. As the leading entry from his party, he automatically won a seat on the board . . .

It's to be a December wedding for **Barbara Buechner,** assistant to the managing editor of *Good Housekeeping,* and **Ronald William Butler,** promotion manager of *Coronet* . . . A February wedding for **Joy Rogers** of Young & Rubicam, New York, and **Jack Cowie,** in the New York office of the Cities Service Oil Co. of Pennsylvania . . . Gwen Daner and **Anthony R. Jaffe,** copywriter of J. Walter Thompson Co., are engaged . . .

Helen Scofield, "secretary to Benton & Bowles presidents," was given an agencywide celebration Nov. 20 commemorating her 25th year with B&B. She was secretary to B&B's late president and chairman **Clarence Goshorn** from 1937 until his death in 1950; then took over her present job as exec secretary to **Bob Lusk,** now B&B president . . .

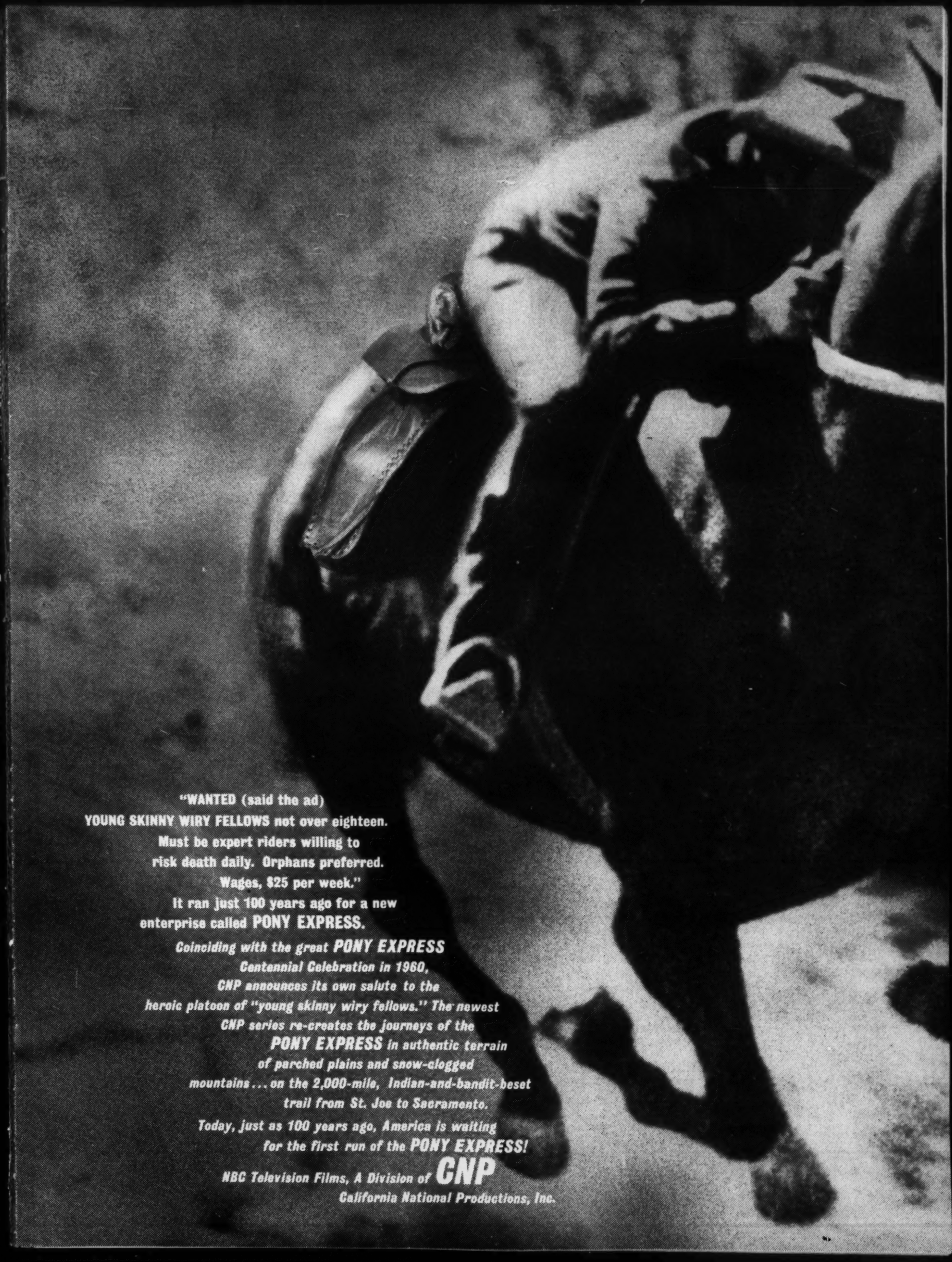
David B. Cleveland, sales promotion manager of the plastics division of Spencer Chemical Co., Kansas City, has been named a Kentucky Colonel by Gov. "Happy" Chandler. He's the son of **Chester W. Cleveland,** publisher of *Indiana Business & Industry* . . .

Douglas J. Murphey, vp and contact supervisor of Young & Rubicam, New York, has received an alumni merit award from St. Louis University . . . **William J. Ward,** ad manager of Borden Co.'s Pioneer ice cream division, and **Eugene J. Kelly,** Pioneer general sales manager for chain food stores, were honored for 25 years of service at a company banquet . . .

Phillips seems to be the magic word: The three men to be honored this year at the annual advertising, pr and publishing dinner of the Federation of Jewish Philanthropies: **Joseph F. Cullmann III,** president of Philip Morris; **Philip Liebmann,** president of Liebmann Breweries; and **Seymour J. Phillips,** head of Phillips-Van Heusen Corp. Ad chairman of the event is **Maxwell Dane** of Doyle Dane Bernbach . . .

Loyd Sigmon, vp of KMPC, Hollywood, and Pat Lynn were married Nov. 19 . . . **James P. Ince,** director of advertising and pr of American Hospital Supply Corp., Chicago, was married Nov. 3 to Ruth Gannon . . . **Murray Firestone,** exec vp of W. B. Doner & Co., Philadelphia, has a new son, Marc Samuel, born Oct. 30 . . .

Sick bay: **Everett Biddle,** head of the Biddle Co., Bloomington, Ill., is recuperating at home after a minor operation. He expects to be back at his desk by mid-December . . . **Carl Watson,** manager of continuity acceptance, is back at NBC in New York after a bout with pneumonia . . . *Television* magazine's editor and publisher **Fred Kugel** is at home in Islip, Long Island, recuperating from a mild coronary. He's due back at his office in New York after Jan. 1 . . . Meanwhile Mr. Kugel's top aide, executive editor **Kenneth Schwartz,** is celebrating the birth of his first child, Liza, born Thanksgiving morning. Mrs. Schwartz is the former **Helen Dane,** who was production manager of *Tide* magazine . . .

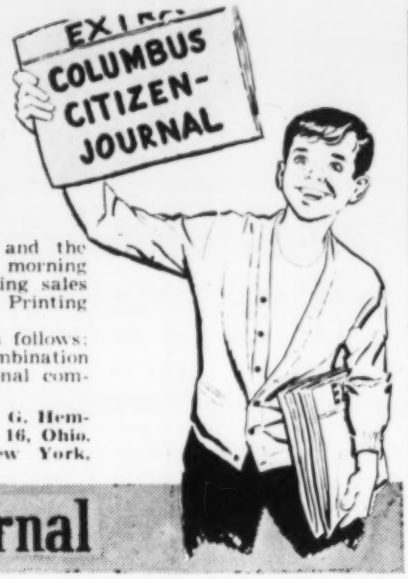

"WANTED (said the ad)
YOUNG SKINNY WIRY FELLOWS not over eighteen.
Must be expert riders willing to
risk death daily. Orphans preferred.
Wages, $25 per week."
It ran just 100 years ago for a new
enterprise called PONY EXPRESS.
Coinciding with the great PONY EXPRESS
Centennial Celebration in 1960,
CNP announces its own salute to the
heroic platoon of "young skinny wiry fellows." The newest
CNP series re-creates the journeys of the
PONY EXPRESS in authentic terrain
of parched plains and snow-clogged
mountains . . . on the 2,000-mile, Indian-and-bandit-beset
trail from St. Joe to Sacramento.
Today, just as 100 years ago, America is waiting
for the first run of the PONY EXPRESS!
NBC Television Films, A Division of CNP
California National Productions, Inc.

A NEW MORNING NEWSPAPER
in Columbus, Ohio

The Citizen-Journal has replaced the Ohio State Journal and the Columbus Citizen in Columbus and central Ohio. This new morning newspaper is a Scripps-Howard publication, but all advertising sales and other business affairs will be handled by the Dispatch Printing Company.

General advertising rates for the new Citizen-Journal are as follows: 32c for the Citizen-Journal alone, or 73c on the optional combination with the Columbus Evening Dispatch, and 83c on the optional combination with the Sunday Dispatch.

Contact your O'Mara & Ormsbee man, or write or call Ralph G. Hemming, manager, general advertising, 34 S. 3rd St., Columbus 16, Ohio. Represented nationally by: O'Mara & Ormsbee, Inc., New York, Chicago, Detroit, San Francisco, Los Angeles.



Columbus Citizen-Journal

More Sweet Music Could Swell Audiences of Lady Listeners, Broadcast Taste Study Says

COLUMBUS, O., Dec. 8—Radio broadcasters could greatly expand their audiences of women if they aired more of the music that women like—conservative popular and "sweet" music—and less rock and roll, an Ohio State University study has concluded.

The university last April surveyed 1,154 Columbus families (1,992 adults) to find out how much time they are able to listen to radio or watch tv, how much time they actually spend at it, and what kinds of music and programming they like.

■ Women between 19 and 70 are available to broadcast media 7.43 hours a day in daytime hours, the report on the study says, but they actually spend only 1.45 hours watching tv and 1.79 hours listening to the radio.

"This makes four hours a day when the typical woman listener could be induced to radio or tv if the programming were sufficiently attractive to her," the study says.

Among women of higher socio-economic categories, the study notes, the gap between time available and time actually spent on radio and tv is much greater.

Housewives between 26 and 55 indicated their preferences in music in the following order: (1) popular music with conservative arrangements, (2) waltzes and "sweet" music, (3) standards with original arrangements, (4) Broadway show tunes, (5) big orchestra presentations and (6) familiar hymns, spirituals.

■ Among this group, the study shows, rock and roll has the distinction of being actively disliked more than any other music type. Nearly 35% of the adults surveyed said they would turn to another station if as much as a half hour of rock and roll were announced.

It's the teen agers who are the rock and roll fans—83% of respondents between ages 14 and 18 like rock and roll and prefer it to all 17 other musical categories—the report points out.

But this isn't the group with the greatest buying power, the report notes. "Broadcasters would be economically wise," it suggests, if they aimed their programming at the tastes of the adult women.

Among all adults surveyed, tv programming preferences were given in the following order: (1) adult western dramas, (2) prestige 60-minute dramas, (3) play-by-play sports, (4) news, (5) jazz detective dramas and (6) musicals with "sweet" music. #

CAPPER'S FARMER
EDITORS REAP A BUMPER CROP

This is Editor David W. Klinger and senior editors in a planning session for this best-selling feature.

Probing Behind the Scenes of government, industry and labor, Capper's Farmer Editor David W. Klinger and his staff broke the biggest news story of the year when they proved "... in the 1952-57 period farmers actually subsidized consumers ... to the tune of $10 billion saved yearly in food costs".

This one fact-packed article—"What City People Should Know About Farmers" — brought requests for 500,000 reprints from farmers, industrialists, taxpayers, retail dealers, subscribers and more than 150 radio stations and daily newspapers.

For Your Free Copy Write: The Editors, Capper's Farmer, Topeka, Kas.

CAPPER'S FARMER is the Spokesman for 1,585,000 Top Commercial Farm Families.

They read Capper's Farmer thoroughly and believe stoutly what they read. Their gross income averages $15,117 per farm.

Let Capper's Farmer speak for you to the people who think of Capper's Farmer as their own spokesman. They command over $23½ billion in spendable income yearly. Let Capper's show them why you deserve a share in this annual flood of buying dollars.

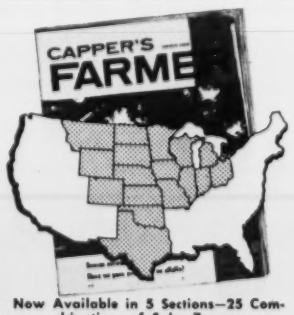
How You Can Sell the Most Influential Farmers for the Lowest Rates in the Farm Field.

Publication	1 page, B&W	Circulation	Page Per Thousand
CAPPER'S FARMER	$5,000	1,585,000	$3.15
Magazine B	5,040	1,301,000	3.87
Magazine C	11,250	3,127,000	3.59

CAPPER'S
FARMER

One of the six Stauffer-Capper Farm Magazines

TOPEKA 912 Kansas Ave. FLanders 7-4421
LOS ANGELES 3142 Wilshire Blvd. DUnkirk 2-8391
CHICAGO 333 N. Michigan Ave. FRanklin 2-7200
SAN FRANCISCO 57 Post St. SUtter 1-7440
NEW YORK 342 Madison Ave. YUkon 6-2090
CLEVELAND 1010 Rockwell MAin 1-6774



Now Available in 5 Sections—25 Combinations of Sales Zones.

Paramount Pictures Earnings Are Down in Third Quarter

Paramount Pictures Corp., New York, reported consolidated net earnings from operations for the third quarter of 1959 estimated at $1,151,000 or 68¢ per share, plus $198,000 special income representing profit on instalment sale of films, for a total net income of $1,349,000 or 79¢ per share. For the comparable 1958 period, earnings from operations were $1,242,000 or 69¢ per share, plus a special income of $2,955,000, for a total of $4,197,000 or $2.33 per share.

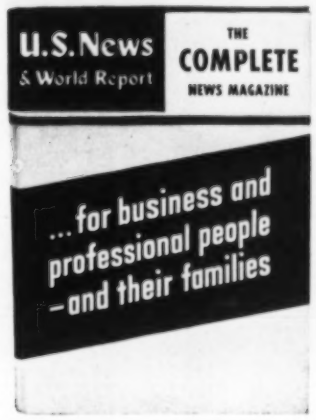
For the first nine months of 1959, estimated consolidated net earnings from operations were $3,644,000 or $2.14 per share, in addition to $2,965,000 in special income mainly from disposal of investments, for a total net income of $6,609,000 or $3.88 per share. Earnings for the like 1958 period were $3,807,000 or $2.11 per share from operations, with a special income of $10,662,000 (primarily from the sale of its film library), for a total of $14,469,000 or $8.04 per share.

O'Donnell Replaces Dowling

Charles P. O'Donnell has been appointed assistant advertising manager for the Celite international, and asbestos fiber divisions of Johns-Manville Corp., New York. With the company since 1957, Mr. O'Donnell replaces William D. Dowling, who has joined G. M. Basford Co., New York, as account executive for publicity on Stainless Steel Institute.

FC&B Adds German Account

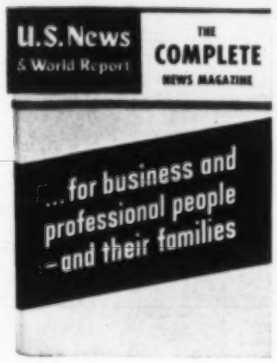
Foote, Cone & Belding's new Frankfurt office has landed its first German client—Quaker Oats. Quaker, which makes cereals, macaroni and spaghetti in Germany, will move its account from a German agency to FC&B on Jan. 1. FC&B also handles Quaker in Britain.



For the first time in publishing history, a magazine devoted exclusively to the essential news of national and international affairs has passed the 1,100,000 mark in circulation. It is read primarily by the important people in business, industry, government and the professions. As a result, national advertisers get

10 EXCLUSIVE ADVERTISING VALUES

in "U.S.News & World Report," available in no other news magazine.



10 EXCLUSIVE

..."U.S. News & World Report" has over other news magazines

1 **Highest concentration of managerial people**

78.5% hold managerial positions — highest concentration of the news magazines — providing lowest per-thousand costs.

2 **Highest concentration of high-income families**

Family incomes average $15,009, highest of the news magazines, highest of all magazines with more than 1,000,000 circulation. Here the advertising dollar buys coverage of more high-income people than in any other news magazine.

3 **Lowest per-thousand costs**

$5.20 per page per thousand in 1960—lowest per-thousand costs in the field.

4 **Largest circulation growth**

Circulation growth for the ten full years 1948 to 1958 is the largest in the field, both numerically and percentage-wise.

5 **First in voluntary circulation methods**

No door-to-door salesmen, no premiums, no pressure methods, highest among news magazines in percentage of circulation acquired by mail to publisher and by newsstand sale. This type of circulation assures thorough readership, better visibility for advertising.

ADVERTISING VALUES

6 **Longest continuous circulation growth**
Only news magazine to have steady gains in circulation for 18 consecutive six-month periods.

7 **Largest growth in advertising pages**
Advertising pages in 1958 were more than double the number carried in 1950—largest page gain of all news magazines.

8 **First in advertising pages directed to business and industry**
Has carried more pages of business and industrial advertising than any other news magazine for the last six years.

9 **Highest visibility for advertising**
Publishes more news pages than any other news magazine, with resulting highest visibility for advertising.

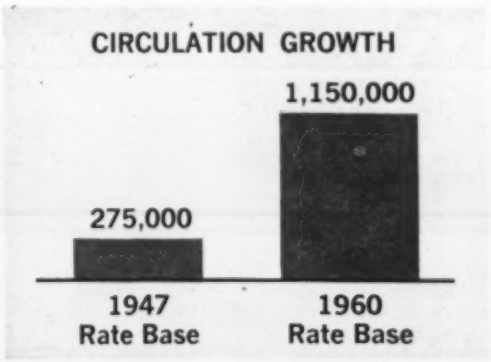
10 **Biggest impact on important people**
Key people in business, industry, finance, government and the professions consistently name it more often than any news or management magazine as most useful to them in their work, and the one in which they place most confidence.

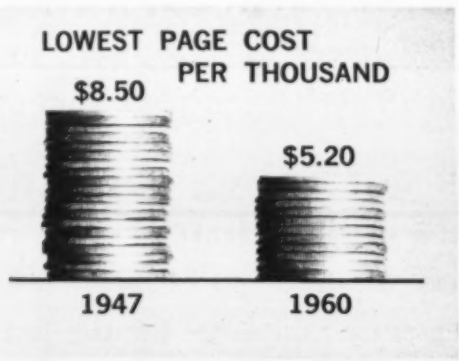
A MATTER OF RECORD—All information in this advertisement, either stated or implied, is based on information of public record or actual research. The detailed sources are always available on request.

"U.S.News & World Report"

The advertising rate base for "U.S.News & World Report" in 1960 is 1,150,000 net paid

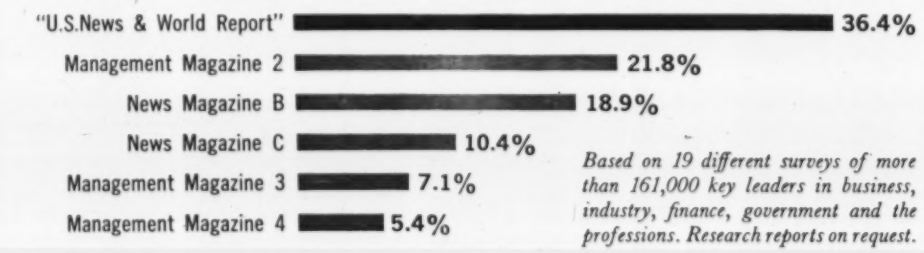
Here is quantity circulation of the highest quality—available at lowest per-thousand costs in the field. Here is a concentration of key people who read "U.S.News & World Report" week after week for the important news—the news they use in their business plans and decisions, in their family plans and decisions. Here, for every national advertiser, is a rich concentration of best customers and best prospects. You can profit by advertising to them—now and in 1960.





IMPACT ON IMPORTANT PEOPLE

How key leaders rank the news and management magazines "most useful to them in their work."


"U.S.News & World Report" 36.4%
Management Magazine 2 21.8%
News Magazine B 18.9%
News Magazine C 10.4%
Management Magazine 3 7.1%
Management Magazine 4 5.4%

Based on 19 different surveys of more than 161,000 key leaders in business, industry, finance, government and the professions. Research reports on request.

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Your agency has the facts as they relate to your market and your advertising objectives, based on public records or sound independent research. The detailed reports are always available at our advertising offices—45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

'Save' Magazine Postpones Debut

NEW YORK, Dec. 8—*Save*, quarterly, digest-size, merchandising magazine, intended to specialize in coupon and contest advertising (AA, Sept. 14), which was scheduled to launch its first regular issue in April, 1960, will not come out as scheduled.

At the office of *Save*, which is owned by Rapid-American Corp., it was said that the project has not been dropped, but that it could not be brought out next spring on the basis originally planned. Hy Bernstein, vp and general manager of the proposed quarterly, was reported to be in Europe. He is expected back in mid-December, it was said, and no statement would be issued until his return.

■ From other sources it was learned that difficulties in distribution were encountered, and that several advertisers that had been expected to participate declined to do so. One source reported that the publisher faced a loss of $400,000 on the first issue if he went ahead as planned.

Plans called for the spring issue to be distributed nationally to 25,000,000 families in seven Nielsen regions.

Testing was conducted successfully last June when 83,000 copies were mailed free to prime shopping families in Fort Wayne, Muncie and Richmond, Ind., and coupon redemptions during the four weeks of the test reportedly ran as high as 35% on several of the products featured in the magazine.

■ *Save* was first proposed in mid-1958 as a bi-monthly (AA, July 28, '58). It was intended to bow in March, 1959, but was postponed for further testing (AA, March 30). After the successful June tests it was announced that the first regular issue would be brought out in the spring of 1960. Now it has been postponed again, but the company insists that it has not been dropped.

AB-PT Plans TV Network in Central America

American Broadcasting-Paramount Theatres Inc. has announced that preliminary steps have been taken toward the formation of a television network in Central America. A meeting of representatives from El Salvador, Guatemala, Nicaragua, Honduras and Costa Rica was held Dec. 2 in Guatemala City.

Also attending the meeting were Leonard H. Goldenson, president of AB-PT, and Frank Marx, vp in charge of engineering of ABC. AB-PT recently acquired a minority interest in Costa Rica's lone tv station, currently under construction. The group invited Panama to join the network and scheduled another meeting for New York Feb. 3-5.

Donnelley Moves in New York

Reuben H. Donnelley Corp. has moved its New York regional office to 466 Lexington Ave. Yorke Publishing Co., business paper publisher, recently purchased by Donnelley and operated as a subsidiary, will continue in its present office at 11 E. 36th St. Donnelley, in addition to directory and magazine publishing, provides extensive services to clients in the fields of direct mail advertising, directory delivery and merchandising, and maintains 65 branch offices in the U.S. Its main office is in Chicago.

Samuels Joins Knomark as VP

Milton S. Samuels, formerly vp, partner and account supervisor of Gordon Best Co., Chicago, has been appointed vp in charge of marketing of Esquire boot polish at Knomark Inc., New York, wholly-owned subsidiary of Revlon Inc. The position is a new one.

Storer to Adopt Quality Control Programming Plan

A new method of insuring better control of program material broadcast on stations on a continuing, day-to-day, hour-by-hour basis is being installed by Storer Broadcasting Co., Miami Beach. The plan, to be known as quality control, will be instituted as soon as proper personnel can be selected and trained. The quality control groups, to be directly responsible to vps in charge of radio and tv programming at Storer's home office, will give daily reports on all types of programs broadcast over the Storer stations.

Atlas Advertising Moves

Atlas Advertising, Brookline, Mass., financial advertising agency, has moved into its new office building at 481 Harvard St., Brookline.

WOULD YOU PAY $6.00 FOR AN IDEA?

You actually will get hundreds of ideas with Art Direction magazine. Its 12 monthly issues are packed with illustrations of the freshest, best approaches to advertising and promotion problems in all media. Only $6.00 for more than 1400 pages published annually. 2 years, $10.50.

subscribe **ART DIRECTION**

A25 19 W. 44th St., New York 36, N. Y.

SOME PEOPLE WILL NEVER SELL MORE IN PEORIA

Big-spending Peoria is an isolated mountain of buying potential . . . beyond the reach of multi-papered Chicago or St. Louis. One paper saturates this rich market and even reaches out to prosperous counties beyond. So while you're busy scaling the Matterhorn hand over hand, remember that once in a while you'll find a Pike's Peak with a road all the way to the top!

PEORIA JOURNAL STAR

O'MARA & ORMSBEE, INC. national representatives

New York • Detroit • Chicago • San Francisco • Los Angeles

HM

Unsubsidized and undominated, we are a corporation consisting only of those actively engaged in the achievement of elegance in photoengraved reproduction. Hutchings & Melville, Inc. Custom Photoengravers, 4043 No. Ravenswood, Chicago 13, Ill. Specializing in modern pre-correction correlative to powderless etching of copper originals.

Builder Uses Mail, Dailies, TV to Win Dominance in Area

BALTIMORE, Dec. 8—It isn't often that an advertising agency is able to build a small, local home improvement company into a $100,000 a year regional account, and without the use of so-called bait advertising. But that, according to Jack Gerber, vp of Brahms-Gerber Advertising, is exactly what has happened with Zane Construction Co.

The company was founded about ten years ago and grew steadily but slowly until Brahms-Gerber took over the account four years ago, Mr. Gerber said. "Then, through the use of strong-sell newspaper ads, seasonal tv and a consistent direct mail program, the account has grown to become the largest home improvement company in the greater Baltimore area," he said.

The bulk of the company's proposed 1960 budget of $100,000 is earmarked for newspapers, with heavy concentration on supplements and r.o.p. color, Mr. Gerber said. In addition, Zane will increase its use of tv and direct mail.

SALES MAGNET—*During the past six months, Zane Construction Co., Baltimore home improvement company, has distributed 300,000 copies of this roto magazine to selected residential areas in Baltimore.*

"Perhaps the most successful business getter that Zane has used," Mr. Gerber said, "is a special roto magazine, created by the agency, which is mailed periodically to selected residential areas in the city. About 300,000 copies were printed in 1959.

■ "This has been one of the closest agency-client relationships I have ever experienced," Mr. Gerber said. "The advertising, unlike most retail accounts, is planned for several months in advance. Each campaign lasts from six to ten weeks, and, surprisingly, keeps its pulling power pretty consistently throughout the period. Needless to say, much of the success of the advertising is due to the client's willingness to try new ideas.

"By carefully working out each approach," he said, "Zane has been successful without using giveaways or gimmicks."

Earlier this year, Zane opened a Washington office because of the demand on the part of District of Columbia residents who had seen the company's advertising in Baltimore media, or had heard about it from friends.

"The Washington office met with immediate success," Mr. Gerber said, "and plans now call for the use of all three Washington newspapers, plus possible future use of tv and radio.

"In addition, Zane will extend its operations into nearby Maryland, Pennsylvania and Virginia localities after the first of the year, and will use the same advertising formula developed for the Baltimore-Washington area." #

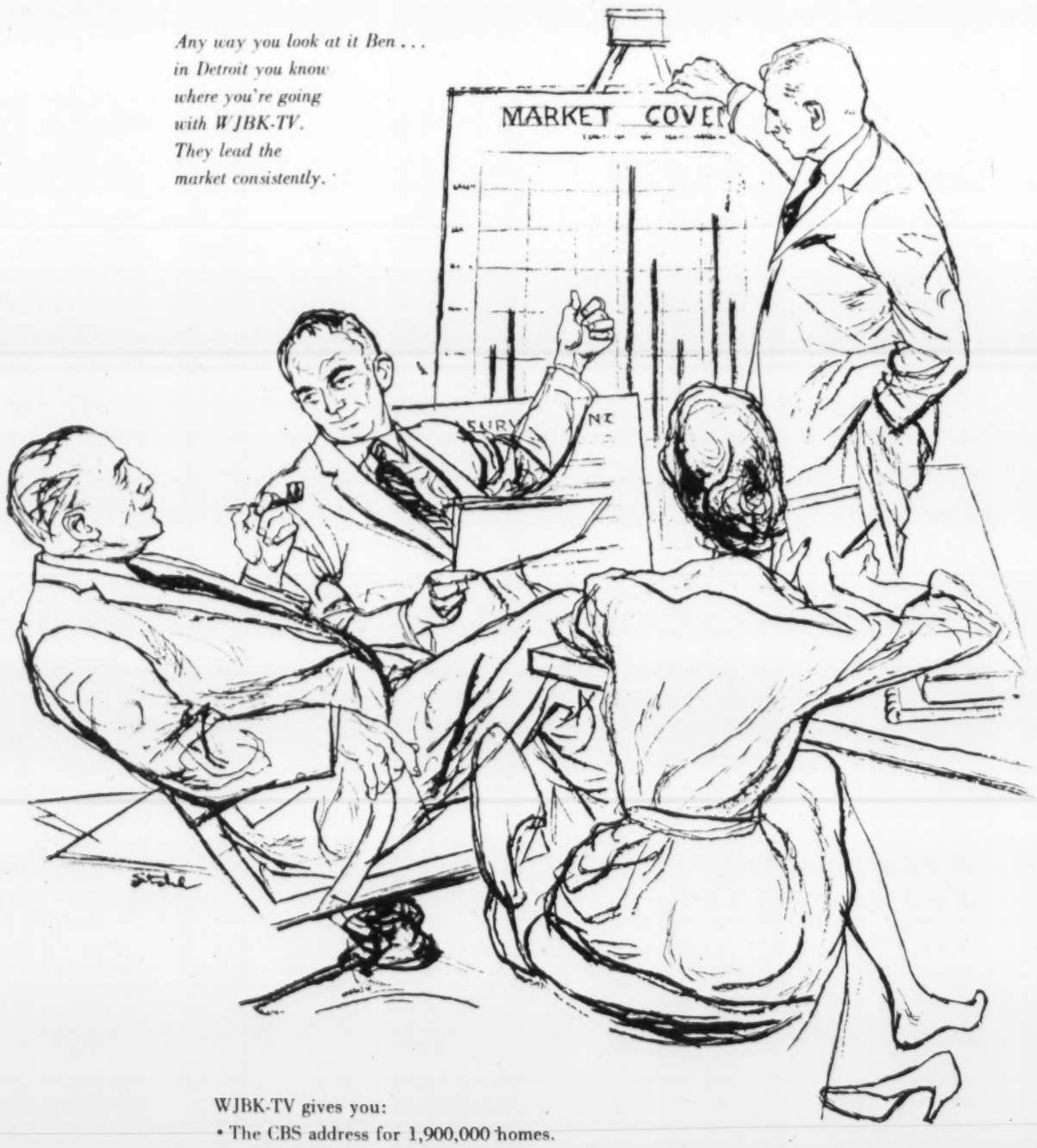
Norris, Fox Join BBDO

E. E. Norris, former vp and director of advertising of Calvert Distillers Co., has joined Batten, Barton, Durstine & Osborn, New York, where he will be assigned to account work. Mr. Norris' post at Calvert, a unit of the House of Seagram, reportedly will be filled by Walter Houghton, who also will continue as ad manager for Calvert Reserve and Carstairs White Seal whiskies. Quentin Fox, formerly account executive on M&M candies at Ted Bates & Co., has moved to BBDO where he will work on Lever Bros. business.

Ysobel Sandler Adds Account

University of Michigan Press, Ann Arbor, has appointed Ysobel Sandler Advertising, New York, to handle direct mail advertising of its textbooks to schools and libraries.

Any way you look at it Ben . . .
in Detroit you know
where you're going
with WJBK-TV.
They lead the
market consistently.



WJBK-TV gives you:
• The CBS address for 1,900,000 homes.
• 9 billion dollars of purchasing power.
• The nation's fifth largest market.

WJBK-TV *call Katz*

a **STORER** *station*
National Sales Offices:
625 Madison Ave., N.Y. 22 • 230 N. Michigan Ave., Chicago 1

Outdoor sells cars hard when and where the selling is good

Auto makers take a back seat to no one when it comes to moving products. That's why Outdoor advertising shows up so big in their media mix.

Auto makers know Outdoor delivers more prospects at a lower cost per exposure than any other medium. Outdoor hits prospects *wherever* they drive... *when* they're most receptive... in big full color.

There's no more flexible medium. Outdoor blankets the nation at new car introduction time. Then settles down for the long hard pull of year-round selling. And it's quick on its feet... quick to change with the market situation.

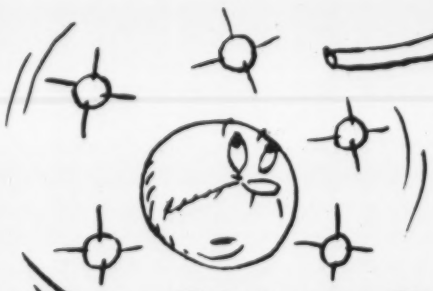
Selective, hard-selling, big. These are the words for Outdoor. Ask an OAI man to show you how Outdoor posters, painted bulletins and spectaculars can sell hard for you... whether you sell cars, packaged products or soft goods.

He'll put at your disposal all the research, planning, creative and merchandising services of Outdoor Advertising Incorporated—the national sales representative of the Outdoor advertising medium.

Sales offices in: *Atlanta, Chicago, Dallas, Detroit, Los Angeles, New York, Philadelphia, St. Louis, San Francisco, Seattle.*

OAI OUTDOOR ADVERTISING INCORPORATED

WHAT A GREAT NEWS



WHAT A GREAT YEAR TO ADVERTISE

YEAR '60 IS GOING TO BE!

IN NEWSWEEK!

1960 is going to be a real summit year . . . momentous international parleys . . . the supreme contest in American politics: a Presidential election . . . a year of economic challenge to the U.S. from both sides of the Iron Curtain . . . of a ruthless, unpredictable Red China . . . of medical researchers . . . of labor leaders . . . of outer-space maneuvering.

America's key management, technical and professional people will be getting the whole keenly-told story . . . impartial, incisive . . . in all 28 major fields of interest . . . week after week in Newsweek.

The different newsweekly for communicative people

FOR EXECUTIVES

The Cincinnati Executive Management Program

The College of Business Administration, University of Cincinnati, Cincinnati 21, Ohio, announces the Fifteenth Session of its Executive Management Program, March 6 through April 1, 1960.

This Program will be opened for the first time to eligible participants throughout the Nation. Heretofore, it was limited to those living within commuting distance, since it was scheduled on three afternoons weekly over a period of three months.

The objective of this Program is to develop and expand capacity for executive action, and the staff is composed of leading educators, and outstanding business executives.

Eligible participants are those executives sponsored by company or organization funds and approved by the Admissions Committee at the University.

Costs are $750 for each participant to cover tuition, text materials, and books. Cost of room and board will be governed by personal taste.

Facilities include modern hotel rooms suitable to the tastes of individual participants, attractive dining area and adequate classrooms, coupled with recreational, educational, and cultural facilities of the University.

For a printed descriptive brochure or further information write: The Director, Executive Management Program, Dept. AA, College of Business Administration, University of Cincinnati, Cincinnati 21, Ohio.

Swigart & Evans Adds PR

Swigart & Evans, a New Orleans agency, has set up an affiliation with Perret & Kalman, New Orleans pr organization, under which services of both will be offered as a package. There will be no change in ownership or management of either organization and they will continue to maintain separate offices and their own personnel.

Penn Ventilator to Barkus

Penn Ventilator Co., Philadelphia, manufacturer of roof ventilators and accessory products, has appointed Barkus & Kaplan to handle its product and corporate image advertising, effective Jan. 1. The account was formerly handled by Aitkin-Kynett Co., Philadelphia. Barkus & Kaplan has moved its offices to larger quarters in the Western Saving Fund Bldg.

Information for Advertisers

A market survey on the selection and purchase of plumbing products and equipment for non-residential buildings has been published by **Architectural Forum.** Copies are available from Nancy I. Williams, market research manager, *Architectural Forum*, Rockefeller Center, New York 20.

• A "color-in-action" study designed to measure the effect of color newspaper advertising, dealing primarily with readership increases and the economy of color, has been published by the **Spectator,** Hamilton, Ont. Additional information is available from Peter Dunlop, public relations division, James Lovick & Co. Ltd., 800 Bay St., Toronto.

• A revised edition of "Fishing for Sales with the Right Bait," giving facts about match book advertising and its benefits, advantages, economy and sales making impact, has been published by the **Universal Match Corp.** Copies are available from Shepard Henkin, director of advertising and sales promotion, Universal Match Corp., 400 Paul Ave., St. Louis 35.

• Advice on the proper maintenance and use of customer lists as a major source of sales is contained in a new booklet, "House Lists—Your Greatest Asset," published by **Planned Circulation.** Copies of the booklet are available from Planned Circulation, 19 W. 44th St., New York 36.

• A new 191-page circulation analysis of **TV Guide,** based on its March 14 issue, has been published by *TV Guide*. Included are tabulations by circulation by editions, regions and states. Copies of the report are available from Michael J. O'Neill, advertising director, *TV Guide*, Radnor, Pa.

• A comprehensive survey of radio listening habits of housewives has been published by **H-R Representatives.** The 10-page survey gives information on when and how long the housewife listens to her favorite stations. Additional information may be obtained from Don Softness, director of promotion, H-R Representatives, 375 Park Ave., New York.

• Marketing data covering the specialty lines handled by dealers in the flat glass, metal and allied industries are contained in a brochure, "Merchandising Magazine of the Flat Glass, Metal and Allied Industries," published by **Glass Digest.** Copies of the brochure are available from Oscar S. Glasberg, publisher, *Glass Digest*, 130 W. 57th St., New York 19.

• The "1959 Annual Summary of 75 Housing Areas" has been published by **Housing Securities.** The 18-page booklet gives information on the population and housing growth, economic indicators and mortgage activity in each area. Priced at $10, copies may be obtained from the research department, Housing Securities, 250 Park Ave., New York 17.

• A 13-page folder providing information on its new editorial format changes, market data on its audience, and details of its merchandising programs, has been published by **Scouting.** Additional information is available from *Scouting*, 2 Park Ave., New York 16.

• A data booklet defining the basic markets for engineering materials, forms and finishes, plus identification in the hard goods industries of the men who select and specify the engineering materials used in product design and manufacture, has been published by **Materials in Design Engineering.** Copies are available from William P. Winsor, publisher, *Materials in Design Engineering*, Reinhold Publishing Corp., 430 Park Ave., New York 22.

Beals Promotes Digilio

Beals Advertising Agency, Oklahoma City, has named Phillip R. Digilio director of media and research. Succeeding him as production manager is Charles W. Overstreet, formerly production chief of Stamats Publishing Co., Cedar Rapids, Ia.

Look at ATLANTA . . . population now ONE MILLION

One day, one store, one medium
ONE MILLION DOLLARS

Friday After-Thanksgiving Day brought a new sales total to Rich's, Atlanta's largest department store. This store "went well over the million mark."

For the past nine years the combined Thanksgiving Day edition of the Atlanta Journal and Constitution has pushed this citywide Friday sales event into greater sales heights. Money-spending momentum carried over into Saturday, making it another banner day.

This year the 180-page issue set a new high in retail advertising linage (total linage was 381,040 lines). Atlanta merchants again announced the annual After-Thanksgiving sales a whopping success. Christmas season in Metropolitan Atlanta, now one million population, is headed early toward becoming the busiest ever.

The Atlanta Journal
Covers Dixie Like the Dew
THE ATLANTA CONSTITUTION
The South's Standard Newspaper
Represented by Kelly-Smith Co.

Circulation: 462,143 daily • 502,527 Sunday (A.B.C. 9/30/59)

Wanted
by "the agency that has everything"

BBDO has 144 accounts. Mighty accounts like Du Pont and General Electric and U.S. Steel. Media accounts like CBS and Curtis and The New York Times. Package accounts like Luckies and Libby's and Lever and General Mills and Campbell's Soup and Schaefer Beer and Bristol-Meyers. High-flying accounts like Air France and Western Air Lines. The BBDO family includes Chiquita Banana and Hy Finn. It's a two-car family: DeSoto and Valiant. It's a *big* family. ■ But there are over a dozen kinds of accounts we *don't* have. They're pictured above. ■ If your product is here, we hope you'll remember us. ■ "The agency that has everything" will give you everything it's got.

BBDO

Batten, Barton, Durstine & Osborn, Inc.

ATLANTA BOSTON BUFFALO CHICAGO CLEVELAND DALLAS DETROIT HOLLYWOOD LOS ANGELES MINNEAPOLIS MONTREAL NEW YORK PITTSBURGH SAN FRANCISCO SEATTLE SYRACUSE TORONTO

Young Chicago loves to buy...

The young families are the big buying families,
in Chicago as anywhere else. But nowhere else can you
reach them more effectively. In Chicago,
more young families read the Sun-Times than any other newspaper.

...the Chicago
Sun-Times

This Week in Washington . . .

House Unit Scrutinizes 4 'Watchdogs' Watching 60 U.S. Data-Digging Units

By Stanley E. Cohen
Washington Editor

WASHINGTON, Dec. 10—Our government collects and publishes more statistics than any other nation in the world. Sometimes, however, we discover that not all government statistics are as good as they ought to be, and that not all government statistical activity is as productive as it ought to be.

Some agencies methodically grind out ancient reports that have outlived their usefulness, while others are starved for funds. Even the business men who appreciate the importance of good statistics sometimes wonder whether anyone knows what is going on; and particularly whether one government agency knows what the others are doing.

All this is offered to explain the potential importance of a new development in the statistical field: The emergence of a congressional watchdog to watch the watchdogs already set up to guard against duplication and waste.

■ Altogether, about 60 different agencies collect and publish information. Some are altruistic, like the Census Bureau, which collects information solely to publish it; but many do it purely as an avocation. As a by-product of their regulatory function they accumulate useful information. They oblige the consumers of statistical information by publishing it. But they aren't always concerned with the way they word their questions, or even the quality of the information that results.

In the face of such diffuse activity, duplication and quality variations are inevitable. So, when the complaints get particularly acute, the obvious way out is to create a "watchdog."

To prevent the war effort from strangling itself in red tape, Congress invented this technique by passing the Federal Reports Act of 1942, setting up an office of statistical standards in the Bureau of the Budget. Through its control of the purse strings, this "watchdog" is supposed to guard against duplication, and senseless questionnaires.

■ As a counterpart watchdog, business men promptly set up an advisory council on federal reports. It organized a network of advisory committees, to tell the Budget Bureau whether a proposed question form is in simple and convenient form.

A few years ago, when complaints poured in that many of the government's most important statistical series were starved for lack of funds, two other watchdogs took up stations.

■ A statistical subcommittee of the joint economic committee made some penetrating investigations of the government's statistics. It induced the Budget Bureau to bang heads together in an effort to get better cooperation among the competing statistical agencies. At the same time it helped get money to bring the quality of the work up to the level that ought to be attained by a government.

Also on the scene was the Federal Statistics Users Conference, a relatively new group supported by a variety of interests, including advertising and marketing groups interested in good statistics. Through its own investigations it focuses attention on portions of the statistical program which need improvement. Sometimes it has advised the statistical people to take stock of themselves. At other times it has supported requests for more money.

■ Yet, with all these watchdogs, the House post office committee has discovered that there is still a need for a "safety valve" for the business man who believes there are too many question forms and that they pry too much.

As the congressional group charged with handling census legislation, the post office committee decided early this year to have a subcommittee under Rep. John Lesinski (D., Mich.) look into the complaints it receives about waste in the government's statistical programs.

The results are in, and it looks as if the post office committee is in the watchdog business to stay.

Despite all the other watchdogs, for example, Rep. Lesinski found a green light had been given for an annual statistical survey of mines, oil wells and other mineral industries which was "unduly burdensome, not vitally needed by government and would not be used by industry."

■ Rep. Lesinski happily reported that in this particular instance he was successful in persuading the Bureau of the Census and the Department of Interior that the proposed annual survey could be eliminated simply by adding a few questions to existing forms regularly filed on a voluntary basis with the Interior Department's bureau of mines.

Rep. Lesinski modestly emphasizes that he has no intention of serving as a complaint bureau for business men perplexed by statistical requests which make no sense to them. Nevertheless he acknowledges that there has to be some place where business men can go to get an answer when they feel they have a complaint in this field.

Often the complaint exists because the business man simply doesn't understand. For example, Rep. Lesinski's mail included a letter from one business man who said that the census of business ought to be taken at the same time income tax forms are filed, because questions on both forms are so similar. In the same mail was a letter from another business man who said, "For goodness sake, make them postpone that census until after April 15. We are tied up on income tax forms now."

■ Rep. Lesinski's real ambition is to serve as a follow-up squad for the Hoover Commission, breathing down the necks of statistical agencies to make sure that they simplify their forms, use efficient tabulating methods and avoid unnecessary work and expense.

However, Congress, like physics, follows certain basic principles. One of them is that Congress never knowingly neglects an opportunity to serve the taxpayers.

■ In serving as a watchdog over the watchdogs in the statistical field, Mr. Lesinski and his subcommittee will be in full tune with the spirit of our times.

A generation or two ago, Congress created independent regulatory agencies in an effort to see that public-interest-imbued industries operate in accord with the public interest. Now we are in the generation of the congressional watchdog. #

DALLAS...
second to New York!
In the last ten years, Dallas has added more office space than any other U.S. city except New York-44% more than the third city, Chicago.

What makes Big D BIG?

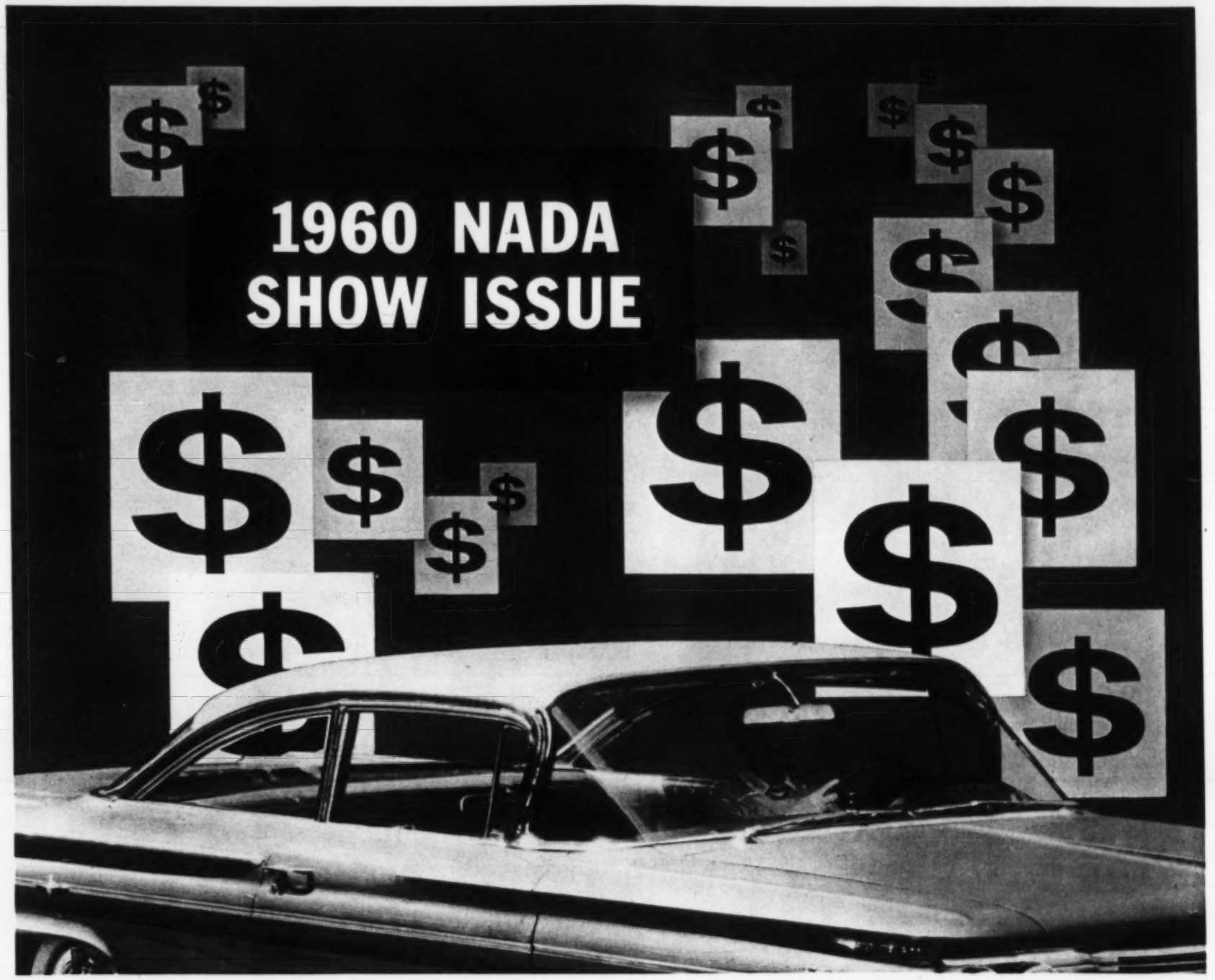
IN ALL PHASES of Dallas' business, the extra comes from the surrounding Market Dallas counties. Out-of-county customers account for 25.4% of Dallas County retail sales!

Only The Dallas News sells the larger, richer Market Dallas — both Dallas and the surrounding counties that put the BIG in Big D!

Dallas News Research Dept.; S.M., May 10, 1959

THE DALLAS MORNING NEWS
LARGEST CIRCULATION IN TEXAS
CRESMER & WOODWARD, INC. • National Representative
NEW YORK • CHICAGO • DETROIT • ATLANTA • LOS ANGELES • SAN FRANCISCO

LOOKING FOR QUALITY?
Your corporate story reaches top-level executives who make decisions concerning the "Hire of the Dollar" in FINANCE magazine. Sold to top-level executives exclusively by subscription only. Write for brochure telling our "Quality Story."
FINANCE
20 N. Wacker Dr. Chicago, Ill.
CE 6-6351



Big car year ahead . . .
B-I-G sales year for YOU!

People are clamoring for the new 1960 automobiles, report dealers everywhere. And there are solid indications that a boom lies just ahead in the months after the steel troubles have been cleared up. Dealers are *confident*—having had a taste of public interest and demand—that '60 will *still* be a BIG new car sales year!

A *selling* dealer is a *buying* dealer, and AUTOMOTIVE NEWS' 14th annual National Automobile Dealers Association Convention issue is designed to put your important story in front of this influential group —right in the middle of a big-year buying atmosphere. *It's the once-a-year issue that over 43,000 dealer-subscribers and industry executives look forward to for NADA Convention and Show news important to their sales and service operations.* It's the big issue that did a big selling job for more than 140 successful AUTOMOTIVE NEWS advertisers last year. It's the issue you can count on to reach thousands of dealers through extra show distribution of the weekly "Newspaper of the Industry."

Use it to invite new-car dealers to your show booth; use it to *re-sell* your product or service to show-goers and stay-at-homes alike. Or, if you can't make it to the convention, use it to put your sales message where it will still be seen at show-time by an audience on the look-out for profitable ideas.

To put your story in the NADA Convention spotlight, contact your AUTOMOTIVE NEWS Representative for full details. But act fast—closing date is January 19.

RESERVE SPACE NOW
NADA SHOW ISSUE

Published: February 1, 1960

Closing Date: January 19, 1960

REPRESENTATIVES:

NEW YORK: Edward Kruspak, Howard E. Bradley, Room 707, 51 E. 42nd St., Murray Hill 7-6871

CHICAGO: J. Goldstein, Bill Gallagher, Room 903, 360 N. Michigan Ave., State 2-6273

DETROIT: R. L. Webber, William R. Maas, Roy Holihan, 965 E. Jefferson, Woodward 3-9520

SAN FRANCISCO: Jules E. Thompson, 681 Market St., Douglas 2-8547

LOS ANGELES: Robert E. Clark, 6000 Sunset Blvd., Hollywood 3-4111

The Newspaper of the Industry
Automotive News
ENGINEERING MANUFACTURING MERCHANDISING SERVICING
Survey Finds Sales and Profits Improved . . .
Top Cars
Market Strength Cheers Dealers

"BUSINESS PUBLICATION ADVERTISING HELPS US GROW FASTER THAN OUR INDUSTRY"

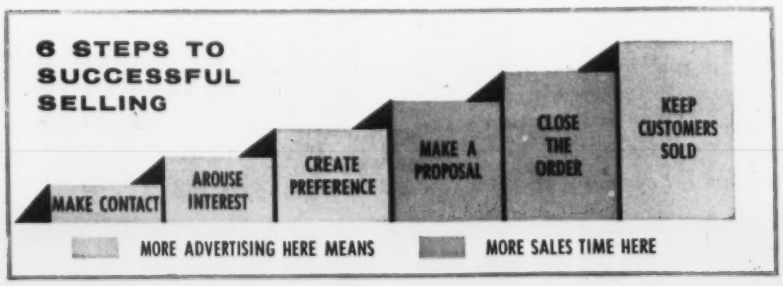
"The most important function of advertising in our marketing plan is to inform present and potential markets of our developments," states Heman R. Powers, Executive Vice President of Nalco Chemical Company. "Advertising in the leading business publications allows us to cover our markets quickly and economically . . . speeds our getting product data and samples into the field. Business publication advertising is a key factor that has helped us to grow faster than the average for the chemical industry."

IF WHAT YOU MAKE OR SELL is bought by business or industry, you can "mechanize" your selling through *consistent* advertising. You'll cover markets faster and more thoroughly . . . inform the greatest number of prime prospects of your developments with maximum economy. More than a million key businessmen pay to read McGraw-Hill publications. By *concentrating* your advertising in the McGraw-Hill magazines serving your major markets, you will give your salesmen more time to make specific proposals and close sales.

McGraw-Hill

PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC.,
330 WEST 42nd STREET, NEW YORK 36, N. Y.



Mr. Powers tours Nalco's Plant #1 in Chicago with Donald Blake (*right*), Plant Manager.

Man-Size Results!
That's What Advertisers Reach in
The Sporting News
National Baseball Weekly — St. Louis, Mo.
280,000 Copies Weekly
With 98% Male Readership
Largest Newsstand Sale of Any Sports Weekly
Published Weekly Since 1886 — 70 Continuous Years

Adman in the News ... *Jack Izard*

DETROIT, Dec. 8—A strong advertising program in the automotive field should carry both a factual and an inspirational tone, in the opinion of Jack Izard, newly appointed advertising manager of General Motors' Chevrolet division. Mr. Izard has come back to Detroit from Peoria, Ill., to take over the job to be vacated Jan. 1 by dynamic W. G. (Bill) Power, who is retiring after 10 years in the post (AA, Nov. 30).

Mr. Izard, interviewed shortly after his arrival in Detroit, seemed hesitant to enter into any discussion of basic theories in auto advertising at this early date—beyond stating that he shared what is an almost traditional Chevrolet belief in a diversified program. He is not lining up with either the "inspirational" or the "nuts and bolts" school of copywriting.

■ "I think Chevrolet and its agency, Campbell-Ewald, will continue to produce examples of both types," he said. "One is suited to the national general magazine field and the longer entertainment tv advertising; the other to spot radio and tv use—beamed at the individual customer closer to the actual point of sale—and to newspaper use on the firing line, where sharp customer contact is sought."

Jack Izard

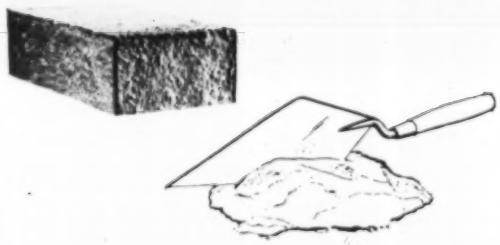
Mr. Izard apparently feels informational, factual advertising is most useful at the stage where the customer is actually warming up to make a purchase—perhaps after earlier influence to the point of inquiry through the more remote inspirationally toned message.

Mr. Izard is a veteran of the sales field at Chevrolet himself. He has had only three years of background on the division's advertising staff—from 1956 until June of this year, when he was assistant advertising manager. His responsibility in this period was not in the field of media, but rather in field relations—supervision of "Friends," the widely circulated Chevrolet magazine for owners; in used car advertising; and in special shows and Chevrolet training schools of various descriptions, including the advertising phase of a post-graduate school in modern merchandising.

■ He spent the past six months in field sales, again, as zone manager at Peoria, Ill., an activity in which he has lengthy background. He started with Chevrolet in El Paso, Tex., in 1937, after graduation from Hardin-Simmons University, as a parts and accessories representative. In 1942 he went into the Army and served until 1946 with the engineers, mainly on a team assigned to special projects in Africa and southern Europe. His rank was technical sergeant.

He rejoined Chevrolet again in the El Paso zone after the war, went to Dallas as zone manager in 1949 and to New Orleans as assistant zone manager in 1953. From there he was called to Detroit in 1956 to become assistant advertising manager.

Mr. Izard is married. Previously he and Mrs. Izard lived in Birmingham, Mich., and he is again seeking a home there at present. The Izards have no children. #



how to build a skyscraper

Start with a single brick. Add another and another and another. A *continuity* of bricks. You need continuity for successful advertising, too. It's particularly effective with newspapers. Newspapers go into the same homes day after day, week after week. To tell, to sell, to keep sold. Because we believe so strongly in the value of continuity in advertising, we have pioneered a new frequency-volume discount plan to encourage advertisers to take advantage of the impact of continuity It offers discounts with no increase in existing rates. The **Continuity-Impact-Discount** plan makes possible the most effective use of newspapers. Let your Branham Representative show you how C-I-D will get increased advertising impact for you in the Louisville market.

The Courier-Journal
THE LOUISVILLE TIMES

AMA Adds 3 U. S., One Canadian Chapter

The American Marketing Assn.'s national board of directors has approved the petitions of four new chapter groups based in Birmingham, Memphis, Portland, Ore., and London, Ont., bringing its total number of chapters to 50.

Officers of the Birmingham chapter include Forbes McKay, Keegan Advertising Agency, president, and Harvey C. Smith, Vulcan Materials Co., vp. Leaders of the Memphis group are Lester Clarke, Lester S. Clarke Associates, and Bob Hairston, Bob Hairston & Associates. Officers in Portland are George Short, Blitz-Weinhard Co., president, and Homer Dalbey, Oregon State College, vp. London officers are Davis S. R. Leighton, University of Western Ontario, temporary chairman, and Larry Aranove, Field's Clothes, secretary-treasurer.

Trudeau to Street & Finney

Lee Trudeau, formerly with Batten, Barton, Durstine & Osborn, has joined Street & Finney, New York, as an account executive.

Frank...

Tom Swift's adventures in the Valley of Ten Thousand Smokes was a backyard barbecue compared to Frank Dufresne's exploits in that region. Frank has travelled 17,000 miles by dogteam across northern Alaska, tented out at 74° below zero, lived with Eskimos at the mouth of the Yukon. His research material was used as a basis for the first Alaska Game Law passed in 1925. He devised the method for counting brown and grizzly bears on Admiralty Island by making plaster casts of the bears' individualistic paw prints. He discovered the first sea otter comeback off Amchitka.

The name "Dufresne" is on the tentative list for one of the 94 counties to be formed in Alaska. It figures. For Frank is one of the great pioneers of our northernmost state. He was once mentioned for appointment as its governor.

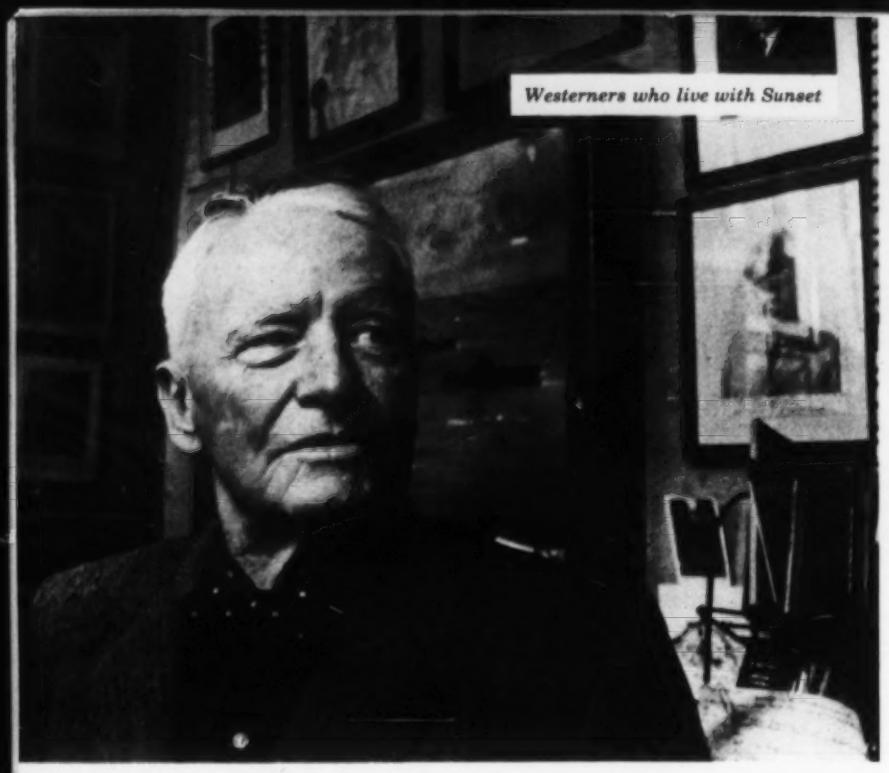
Frank has been a Field & Stream contributor since 1922, its Pacific Coast editor since 1950—one of Field & Stream's "Mr. Authorities."

To get authority into your advertising you've got to have authority backing you up. That's why for 48 consecutive years more advertisers have placed more advertising in Field & Stream than in any other outdoor magazine. New record circulation guarantee in January: 1,100,000. Average family income: $9,397.

Field & Stream

America's Number One Sportsmen's Magazine

A Holt Magazine



THE ADMIRAL AND SUNSET ARE OLD FRIENDS

Fleet Admiral Chester Nimitz's home-life has been reflecting Sunset influences ever since 1926. Mrs. Nimitz uses ideas from Sunset in planning menus and hospitality, the planting of their gardens, and many of the trips which she and the Admiral enjoy. She even keeps a scrapbook of her favorite Sunset ideas.

UNIVERSITY FAMILY PLANS ANOTHER SUNSET TOUR

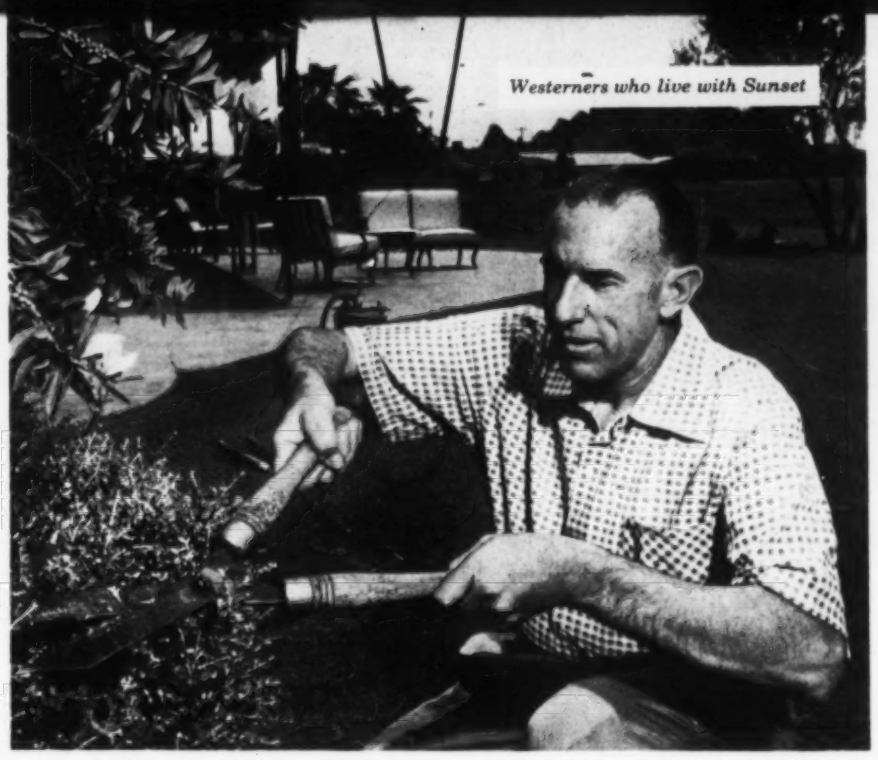
Mrs. Wallace Sterling, wife of Stanford University's president, long ago started taking her children on trips inspired by Sunset, as part of their continuing education. Today her son is at school in Germany, but she and daughters Sue and Judy still go on exploring trips, with Sunset their favorite guide-book.

AIRPLANE-MAKER IS A SUNSET BARBECUER

Donald W. Douglas, Jr., president of Douglas Aircraft Company, is a handy man at barbecuing. His specialties: wild game and zesty salads. Favorite recipe book: Sunset Magazine. He and Mrs. Douglas, Sunset readers for more than ten years, used Sunset ideas in planning their barbecue kitchen, pool and gardens.

HAWAIIAN ISLANDERS LIVE WITH SUNSET, TOO

Mr. and Mrs. Lowell Dillingham of Hawaii have been Sunset readers for more than 20 years. When Mr. Dillingham (fourth generation Islander) built beautiful $28 million Ala Moana Center, he himself took a major hand in planning its landscaping. (Sunset is Hawaii's most popular travel and home service magazine.)



ARIZONA GOVERNOR IS A SUNSET GARDENER

Paul Fannin never held public office until he was elected governor. It's a job with little spare time, but, whenever he can, Governor Fannin works in the gardens of his Phoenix home. He takes ideas from Sunset Magazine and Sunset Books, just as Mrs. Fannin does for *her* interests: home decoration and cookery.

OPERA STAR IS A SUNSET HOME-MAKER

Dorothy Kirsten in private life is Mrs. John D. French of Palos Verdes, California. Long-time subscribers to Sunset Magazine, Dr. and Mrs. French have incorporated many Sunset ideas in their home, in their daily living, and in their spacious gardens, where Mrs. French herself does much of the planting.

PEOPLE WHO LIVE WITH THE WEST'S *OWN* MAGAZINE

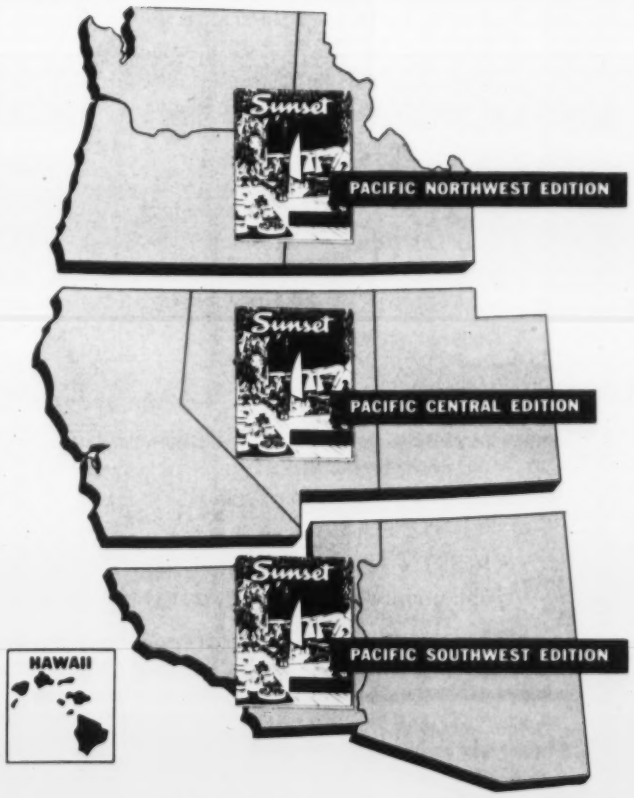
What are Sunset readers like? True, not all are as well known as the ones pictured here, but they all share a common interest in the excitement of Western Living. This is what ties the knot between them and Sunset.

Part of the excitement comes, of course, from living outdoors the year-around. Even in winter, in most Western areas, they're still golfing, boating, hunting, spending week-ends in the country. Taking trips to the snow – and to the desert. Cutting blooms from their gardens, and – yes, even barbecuing in the open air.

The kind of living they enjoy has made the Region West of the Great Divide the fastest-growing in America. And it doesn't take the newcomer long to discover that Sunset is its authentic and exciting text-book. As an ex-Minnesota couple said, "What Sunset has is what we came out here for".

The bond between Sunset and its readers is almost fraternal . . . and the fraternity is nearly 2,000,000 strong. They *react* to Sunset because it shows them how to enjoy the fullest in Western Living. And they react to Sunset *advertisers*, who supply the means for this special, zestful kind of living enjoyment.

It's something to think about if you market in the West or Hawaii, or any part thereof.



THE MAGAZINE OF WESTERN LIVING **Sunset**

LANE MAGAZINE COMPANY, MENLO PARK, CALIFORNIA

Nylon, Rayon Forces Gird for Bigger Ad Battle in Tire Cord Arena in 1960

(Continued from Page 2)

individually—and by no means ineffectually. But their methods are different.

■ The advertising program of Tyrex Inc. in 1959 had a budget of $1,500,000. This will probably be increased in 1960. Consumer media used included *Farm Journal, Life, Look, Newsweek, The Saturday Evening Post, Time,* and *U. S. News & World Report.* Also used were 17 business publications in the automotive field, spot radio in a number of markets, and a great quantity of publicity material.

McCann-Erickson is the agency, and its subsidiary, Communications Counselors, handles Tyrex publicity.

Recently, Rayonier Inc., a leading supplier of chemical cellulose, a basic material of many products, including photographic film, cellophane, and the new Tyrex viscose tire cord, moved into the rayon-nylon tire cord battle with a gatefold ad in *Life, The Saturday Evening Post, Time* and a page in the *Wall Street Journal* and about a dozen automotive business papers.

"What's behind the big battle about tire safety?" the ad asks, and then spells out its interpretation of the conflicting claims made by and for Tyrex vs. nylon.

The ad, which attracted a lot of attention and created a lot of ill feeling among nylon makers, was created for Rayonier by its agency, Brooke, Smith, French & Dorrance.

■ Du Pont reacted immediately with a letter to key executives in the tire, auto, and petroleum marketing field. The Du Pont letter analyzed and denied, point by point, all the claims made for Tyrex in the Rayonier ad.

With a previous letter, dated Sept. 22, Du Pont sent out a four-page brochure, "Why the safest, strongest tires are made with nylon cord." In that letter Du Pont also explained its advertising philosophy in regard to tire cord, and told why, as a manufacturer of both types of tire yarn, it has elected to put its advertising and marketing support behind nylon.

"The decision to back nylon," the letter said, "was dictated by the best research Du Pont had to offer—by exhaustive laboratory and 'on-the-road' fleet tests.

"It has been our policy," the company said, "to base our nylon tire cord advertising on the best technical facts available—facts developed in the laboratory and, as experience with nylon increased, confirmed by 'on-the-road' use. We will continue to hold to this policy.

■ "Our consumer research shows," the Du Pont letter said, "that motorists want maximum safety in tires. Increased safety is nylon's primary contribution. We will continue to promote this feature in our consumer advertising. In trade advertising, promotion, and personal contact, we will not hesitate to set the record straight by laying claim against claim with a full discussion of our tests and research methods.

"Of course, Du Pont is not alone in reaching the conclusion that nylon makes superior tires. The great bulk of national advertising by tire manufacturers over the past three years," Du Pont points out, "has consistently featured nylon cord tires and their advantages—much of it using language similar to ours."

In addition to using direct mail to counteract Tyrex claims, Du Pont is a consistent user of business paper space in the automotive, tire and petroleum fields.

Batten, Barton, Durstine & Osborn is its agency.

■ As previously mentioned, currently about 98% of new passenger cars are equipped with viscose cord tires. But nylon cord tires account for close to 30% of 1959 original equipment truck tire sales—up from approximately 20% in 1958. Also, virtually all aircraft tires are made with nylon cord.

In the replacement market, where both sides are concentrating their forces, nylon apparently is gaining in sales. Sales of replacement tires by fiber content over the past five years were:

Year	Nylon	Rayon
1955	20%	80%
1956	25	75
1957	33	67
1958	39	61
1959 (Est.)	42	58

It is estimated that a total of 74,000,000 replacement tires will be sold this year for passenger cars, trucks and buses. In 1958 the total was 71,000,000.

■ The battle between the rayon and nylon people will probably become more intense during the 1960s, with more companies and collateral groups joining one side or the other with fresh advertising, promotion and marketing ammunition.

Currently, while Allied Chemical Corp. (Fuller & Smith & Ross) and Chemstrand Corp. (Doyle Dane Bernbach Inc.) are not doing any extensive or concentrated advertising on tire applications of nylon cord, both, reportedly, are planning more aggressive advertising for nylon tire cord in 1960.

Both have been using consumer magazines, business publications, and some tv. And both expect to take a more active part in the rayon-nylon tire cord battle during the coming year, but neither is ready to release its plans yet. #

RAYONIER ADS—*Recent ads of Rayonier Inc., a leading supplier of chemical cellulose, threw heavy support behind the Tyrex campaign. Brooke, Smith, French & Dorrance is the agency.*

GET EXTRA BLOWOUT PROTECTION: Nylon tire cord guards against the four kinds of unseen tire damage that can lead to sudden failure: (1) heat, (2) bruising from bumps, (3) moisture, (4) flexing. Nylon has lasting strength, can take the roughest use, gives many safe extra retreads. Nylon cord tires pay off in extra safety and economy. Next time you buy truck or passenger car tires, get nylon. The extra dependability they offer is worth the little extra they cost.
THE SAFEST, STRONGEST TIRES ARE MADE WITH NYLON
DU PONT

DU PONT—*Using direct mail to key executives in the tire, auto and petroleum marketing fields, E. I. du Pont de Nemours & Co. has been one of the major exponents of nylon tire cord. Batten, Barton, Durstine & Osborn is the agency.*

NYLON—*The fiber sales and service division of Allied Chemical Corp. continues to support nylon tire cord with ads for its Caprolan nylon fiber. Fuller & Smith & Ross is the agency.*

Endicott Names Morris

Endicott-Johnson Corp., Endicott, N.Y., has appointed Louis G. Morris manager of advertising and promotion. Mr. Morris has been in the shoe company's advertising department since 1950. Other appointments made at the same time include John K. Madden, product planning director; Jack Feeney, special services manager; W. Howard Hall, manager of sales forecasting and analysis; and Robert Dowd, marketing research manager.

QUEST
...for tomorrow
Announces

Mr. A. T. Ofstie . . . Sales Director-East
Mr. A. T. Ofstie, formerly of BUSINESS WEEK, joins QUEST as Sales Director-East . . . as of December 4, 1959.
His offices will be located at 369 Lexington Avenue, New York 17 . . . Phone Murray Hill 6-7738.

Mr. Thomas Willson . . . Assistant to Sales Director-East
Mr. Thomas Willson, recently with CHEMICAL PROCESSING, will assist Mr. Ofstie.
Mr. Willson formerly engaged in advertising agency work, in editorial work with MODERN INDUSTRY and in advertising activities with leading manufacturers.

QUEST Editorial offices in Washington, D. C.
To accommodate QUEST's growing editorial staff, new offices are being prepared at 1028 Connecticut Avenue N.W., Washington, D. C. Occupancy January 1, 1960.

QUEST's first issue is scheduled for Spring (April) 1960. The publication will be issued quarterly.

For a "Progress Report" on this new concept in publishing, address—

QUEST
...for tomorrow

Putman Publishing Company

369 Lexington Avenue, New York 17 | 111 East Delaware Place, Chicago 11 | 1028 Connecticut Ave. N. W., Washington 6, D. C.

The Reader's Choice

THE JOURNAL-AMERICAN HAS

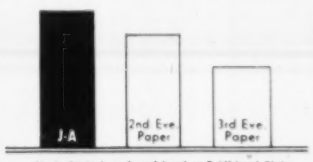
MORE*

CIRCULATION EVERYWHERE THAN ANY OTHER NEW YORK EVENING PAPER

118,000 MORE THAN THE THE W-T-S - 243,000 MORE THAN THE POST

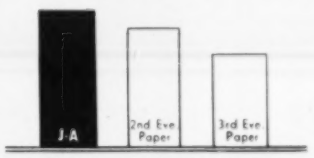
Whether you're looking for the greatest total circulation or the highest circulation in certain areas... whether you want more readers or more families with purchasing power, the largest audience of women or of car-owning families... any way you look at it, the Journal-American comes out way on TOP in the evening field. See the figures below:

*MORE TOTAL CIRCULATION



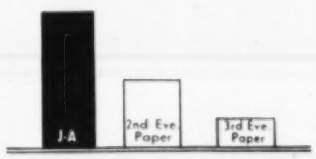
Charts drawn to scale and based on Publishers' Statements for 6 months ended March 31, 1959.

*MORE CITY CIRCULATION



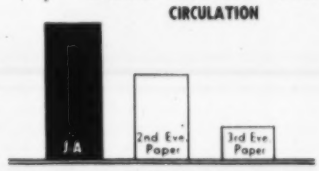
Charts drawn to scale and based on Publishers' Statements for 6 months ended March 31, 1959.

*MORE SUBURBAN CIRCULATION



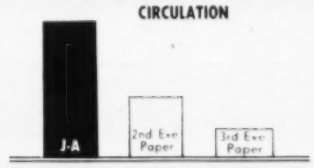
Charts drawn to scale and based on Publishers' Statements for 6 months ended March 31, 1959.

*MORE WESTCHESTER COUNTY CIRCULATION



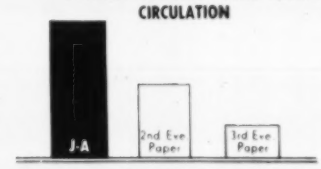
Charts drawn to scale and based on actual lay-down figures from A.B.C. reports for year ended 9 30 58

*MORE SUBURBAN NEW JERSEY CIRCULATION



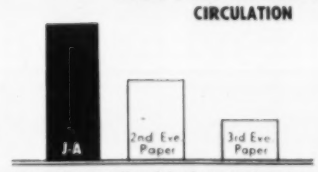
Charts drawn to scale and based on actual lay-down figures from A.B.C. reports for year ended 9 30 58

*MORE SUBURBAN LONG ISLAND CIRCULATION



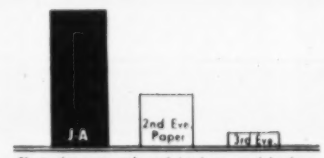
Charts drawn to scale and based on actual lay-down figures from A.B.C. reports for year ended 9 30 58

*MORE NASSAU COUNTY CIRCULATION



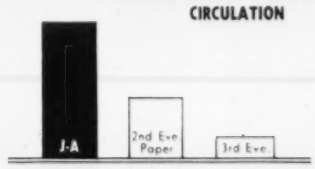
Charts drawn to scale and based on actual lay-down figures from A.B.C. reports for year ended 9 30 58

*MORE SUFFOLK COUNTY CIRCULATION



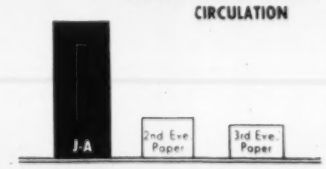
Charts drawn to scale and based on actual lay-down figures from A.B.C. reports for year ended 9 30 58

*MORE BERGEN COUNTY CIRCULATION



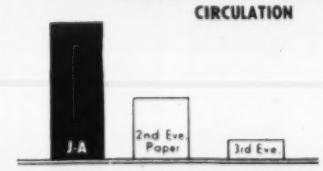
Charts drawn to scale and based on actual lay-down figures from A.B.C. reports for year ended 9 30 58

*MORE PASSAIC COUNTY CIRCULATION



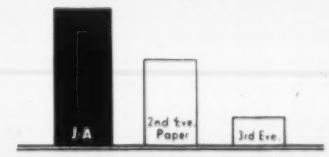
Charts drawn to scale and based on actual lay-down figures from A.B.C. reports for year ended 9 30 58

*MORE HUDSON COUNTY CIRCULATION



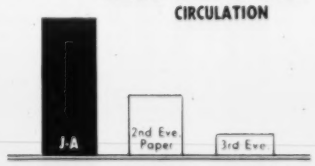
Charts drawn to scale and based on actual lay-down figures from A.B.C. reports for year ended 9 30 58

*MORE UNION COUNTY CIRCULATION



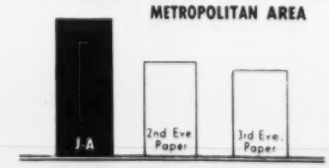
Charts drawn to scale and based on actual lay-down figures from A.B.C. reports for year ended 9 30 58

*MORE FAIRFIELD COUNTY CIRCULATION



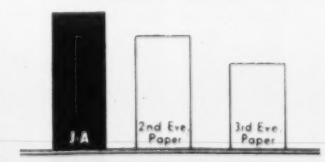
Charts drawn to scale and based on actual lay-down figures from A.B.C. reports for year ended 9 30 58

*MORE READERS IN THE TOTAL METROPOLITAN AREA



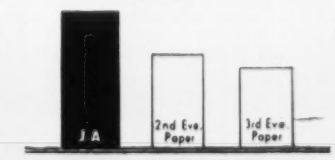
Charts drawn to scale and based on figures from "Profile of the Millions" by the New York Daily News—1958.

*MORE EXCLUSIVE READERS



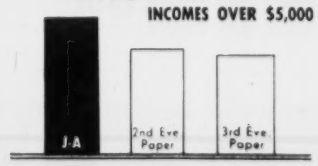
Charts drawn to scale and based on figures from "Profile of the Millions" by the New York Daily News—1958.

*MORE WOMEN READERS



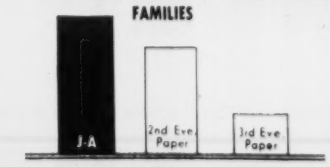
Charts drawn to scale and based on figures from "Profile of the Millions" by the New York Daily News—1958.

*MORE READERS WITH FAMILY INCOMES OVER $5,000



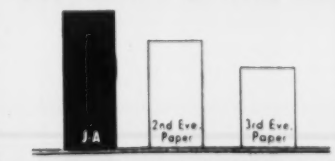
Charts drawn to scale and based on figures from "Profile of the Millions" by the New York Daily News—1958.

*MORE READERS IN HOME-OWNING FAMILIES



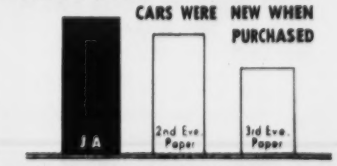
Charts drawn to scale and based on figures from "Profile of the Millions" by the New York Daily News—1958.

*MORE READERS IN CAR-OWNING FAMILIES



Charts drawn to scale and based on figures from "Profile of the Millions" by the New York Daily News—1958.

*MORE READERS IN FAMILIES WHOSE CARS WERE NEW WHEN PURCHASED



Charts drawn to scale and based on figures from "Profile of the Millions" by the New York Daily News—1958.

REPRESENTED NATIONALLY BY HEARST ADVERTISING SERVICE INC.—410 PARK AVE., N.Y.C. PLAZA 2-0200 OFFICES IN PRINCIPAL CITIES

FOR ADVERTISERS THE
Best Basic Buy
IN WEST VIRGINIA IS
THE CHARLESTON NEWSPAPERS
The Charleston Gazette
Charleston Daily Mail
Sunday GAZETTE MAIL
Publishers Newspaper Agency Corp CHARLESTON 30, W.VA. Reps Johnson Kent Gavin & Sinding Inc

Rippolite Moves to Stebbins

Rippolite Plastic Products, Burbank, Cal., manufacturers of plastic structural panels for home and industrial use, has appointed Hal Stebbins Inc., Los Angeles, to handle its advertising. Philip J. Meany Co., Los Angeles, is the previous agency of record.

Charles J. Charney Adds Two

Uniform Guild, New York, manufacturer of women's professional apparel, and White Rock Uniforms Inc., Rockville Center, N. Y., have switched their consumer and trade advertising from Shevlo Inc., New York, to Charles J. Charney & Co., New York.

Davis Joins VanSant, Dugdale

Robert Davis has joined VanSant, Dugdale & Co., Baltimore, in the new post of broadcast copy supervisor. Mr. Davis was formerly with Ketchum, MacLeod & Grove, Pittsburgh.

RUGGED—*Buffalo Forge Co., Buffalo, used this consumer-type ad in Steel for its Broil-Air charcoal broilers, calling attention to the fact that the broiler is "ruggedly-built like 'Buffalo' fans, blowers," etc. Buffalo offers the broilers in a special pre-Yule discount to its friends throughout the industry.*

Scripps-Howard's 13th annual city-by-city report focuses on chain grocery stores

The 1959 survey, now available, is *different*. It concentrates on the chains—to reflect the change in marketing habits of millions of consumers. In some cities, the corporate chains now account for as much as 80% of the total retail grocery store volume. By concentrating the survey field work in the chains, we are able to provide an excellent check of the brands available to the consuming public in the 12 cities surveyed—and one which is consistent, city-to-city.

71 classifications—12 cities—chain by chain

The survey reports distribution of brands, chain by chain. All brands found are listed, including private labels. New York City is the one exception, where a percentage of distribution for *all* stores is reported. Thousands of brands are reported, in 71 product classifications. Some examples: baking products, condiments, beverages, juices, soaps, cleansers, paper products, foils, insecticides, pet foods. Since the 12 participating Scripps-Howard papers are in cities across the country, the survey gives a fair national picture of product availability.

How is your brand doing? Your competitors? Here's how to get your free copy, and see!

Even some of the strongest brands have weak markets—with this survey, you see where. For your free personal copy, contact your nearest Scripps-Howard representative or write the Business Promotion and Research Department, 230 Park Avenue, New York 17, N.Y.

SCRIPPS-HOWARD

NEW YORK . World-Telegram & The Sun
CLEVELAND . . . . . Press
PITTSBURGH . . . . . Press
INDIANAPOLIS . . . . . Times
SAN FRANCISCO . . News-Call Bulletin*
*Affiliated
COLUMBUS . . . Citizen-Journal
CINCINNATI . . Post & Times-Star
KENTUCKY . . . Kentucky edition
Cincinnati Post & Times-Star
KNOXVILLE . . . . News-Sentinel
DENVER . . Rocky Mountain News
BIRMINGHAM . . . . Post-Herald
MEMPHIS . . . . . Press-Scimitar
MEMPHIS . . . Commercial Appeal
WASHINGTON . . . . . News
EVANSVILLE . . . . . Press
HOUSTON . . . . . Press
FORT WORTH . . . . . Press
ALBUQUERQUE . . . . Tribune
EL PASO . . . . . Herald-Post
General Advertising Department . . . 230 Park Avenue, New York · Chicago San Francisco Los Angeles Detroit Cincinnati Philadelphia Dallas

Don't Smear Whole Ad Industry for Sins of Few: AIA

DETROIT, Dec. 8—In view of the growing criticism of advertising as an industry, the board of directors of the Assn. of Industrial Advertisers meeting here last week stated that it is firmly opposed to any attempt to characterize all of advertising by the shabby and irresponsible standards of a few.

To blacken all of advertising with broad strokes, said the association, is to fail to understand the useful and vital role of advertising in our present economy. By far the greatest part of advertising is straight-forward, factual and constructive, the board said.

■ Industrial advertisers in particular resent indiscriminate condemnation, the board said, because they have long been aware of, and practiced, a truism of industrial advertising: Don't fool the buyer.

Clear exposition of fact, honestly and convincingly presented, is powerful communication, the association directors stated. Each year, constructive and informative advertising to business and industry is moving vast quantities of industrial goods to the profit of both the maker and the user, the statement concluded. #

Westminster Sets Bankruptcy Plea

NEW YORK, Dec. 8—Westminster Recording Co. and its three subsidiaries have filed separate voluntary proceedings under Chapter 11 of the Bankruptcy Act, with a plan of settlement to be submitted later.

Westminster Recording Co. manufactures and sells records and tapes, primarily in the classical music field. Its subsidiaries are Westminster Stereo Corp., which manufactures and sells records and tapes, and two sales organizations, Westminster Recording Sales Corp. and Whitehall Records.

■ Estimated liabilities for the four companies totaled $2,478,339, while assets were at $2,630,160. Some of the largest creditors as of June 30 were RCA Victor, Columbia Records, Abbey Record Mfg. Co. and Peerless Album Co., which had pressed records for Westminster and its subsidiaries. Approximately $22,500 was owed to the agency, Wexton Inc., as of June 30, but the amount has been reduced to about $4,000 now, an agency spokesman said. #

How long since you checked the market facts on **CALGARY?**

Calgary—1897.

Action at the fast-moving Calgary Stampede.

Booming growth . . . an aerial view of downtown Calgary.

Test your knowledge with this **"MARKET QUIZ"**

QUESTION

Calgary's population has increased by (a) 10%, (b) 49%, (c) 70% since 1951?

ANSWER

You've rung the bell if you picked (c). Calgary's population has mushroomed to 236,500, according to preliminary results of the 1959 official civic census. This figure represents a 70% increase since 1951.

QUESTION

The buying income in Calgary in 1958 was (a) $325,322,000, (b) $400,000,065, (c) $365,821,000?

ANSWER

Again you win with (c). Calgary's buying income in 1958 was $365,821,000.

QUESTION

THE CALGARY HERALD now has a total circulation of (a) 70,621, (b) 61,525, (c) 72,654?

ANSWER

If you chose (a) you are absolutely right. THE CALGARY HERALD'S circulation has kept pace with population growth and is now 70,621.

If you weren't sure of the questions above, it's probably time to take a good, long look at Calgary. Things have changed! The facts prove Calgary to be *an increasingly important market for whatever you have to sell*! And the way to reach it is through THE CALGARY HERALD—the medium the local merchants use. They know just how effective the Herald is in reaching all the people *and selling them*! The Calgary market is important to you. Sell it through THE CALGARY HERALD often!

Source: Copyright 1959, Sales Management Survey of Buying Power, further reproduction of which is not licensed.

Free Information on Calgary's Multi-Million Dollar Market

Calgary is an important market. For instance: the retail sales figure is now $250,932,000, and the average household income is $5,663.

These statistics, as well as many other important facts, are included in Southam Newspapers' "Annual Report of 1959 Market Data," *Calgary Edition*, a copy of which is yours for the asking. Veritably a mine of information on the Greater Calgary Market, it is a report that can be of the greatest assistance to you in planning your advertising campaigns. Ask your Southam representative for a copy or write to any Southam office. Discover just how much Calgary can mean to you. Reach it best through THE CALGARY HERALD.

UNITED STATES
CRESMER & WOODWARD INC. (CAN. DIV.)
NEW YORK, DETROIT, CHICAGO, SAN FRANCISCO, LOS ANGELES, ATLANTA

GREAT BRITAIN
F. A. SMYTH & ASSOCIATES LIMITED
34-40 LUDGATE HILL
LONDON, E.C. 4, ENGLAND

TORONTO
THE SOUTHAM NEWSPAPERS
88 UNIVERSITY AVE.
K. L. BOWER, MANAGER

MONTREAL
THE SOUTHAM NEWSPAPERS
1070 BLEURY ST.
J. C. McCAGUE, MANAGER

YOU GET **ACTION** WHEN YOU ADVERTISE IN

THE CALGARY HERALD

One of the Eight Southam Newspapers in Canada

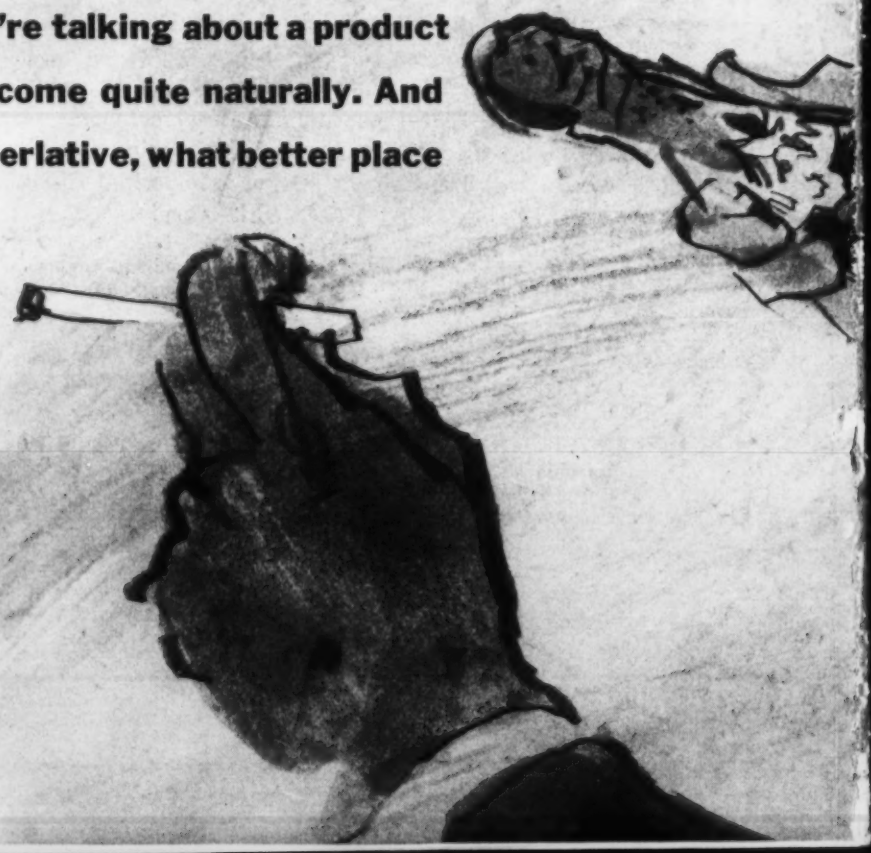
Other Southam Newspapers are:

THE OTTAWA CITIZEN • THE NORTH BAY DAILY NUGGET • THE HAMILTON SPECTATOR • THE WINNIPEG TRIBUNE
THE EDMONTON JOURNAL • THE MEDICINE HAT NEWS • THE VANCOUVER PROVINCE* *Published for Pacific Press Ltd.

HE'S A MAN IN SEARCH OF SUPERLATIVES

"Major Miracle". That's Dorothy Parker commenting on James Purdy's new novel, *Malcolm. "Greatest on earth."* That's Joseph Wechsberg writing about France's gift to gastronomy, La Pyramide Restaurant. "Sumptuously fantastic." That's Dwight Macdonald reviewing the late Sergei Eisenstein's last film, *Ivan the Terrible, Part II.* And if all three critics go somewhat overboard, they should. For enthusiasm is a profitable commodity. Month after month it's bought by a man who's deliberately shopping for the unequivocal—the best, the finest, the masterpiece. *This is the man who reads Esquire.* He's the man who's long since arrived at a point of comparative security. His job is as solid as jobs ever are. There's a balance in the bank. Now he's ready for the superlative experience. The pleasures that fiction, food, films have to offer. Thrills from sports, travel, music, clothes, liquor. And he looks to Esquire to strain out the ho-hum and serve up something unique. The ideas that seem most challenging. The products that seem most rewarding. Suggestion moves him to action, too... as many a happy advertiser is discovering. Convince him it's fun to own "the latest", and he'll trade in a perfectly good hi-fi set for stereo. Whet his appetite for "the best", and it won't take a wedding or New Year's Eve to make him uncork champagne. Give him a yen for "the newest", and he'll broaden the whole travel season by waiting to take off for Europe until everyone else has returned. Tell him the *ne plus ultra* of the experience *you* sell...When you're talking about a product whose benefits are beyond compare, superlatives come quite naturally. And since Esquire is where 848,000 men expect the superlative, what better place to say "it's the most"?

Authority in a Man's World



Royal Bank

SWINGLES.
CUSTOM MADE
ONLY $58
U.S. only
the JINGLE MILL

*SWINGLES are swinging jingles that SELL! They're created exclusively for you by the Jingle Mill to move your product or win loyalty for your station.

SWINGLES are so good, 800 top advertisers and stations have bought over 10,000 of them, with a 98% re-order record.

Put this record to work for you. Write, wire or call

THE JINGLE MILL
201 W. 49 St. N.Y. 19, N.Y. Plaza 7-5710

Bachelder Robertson Ziegenhagen Winick Crossley Snyder

INDUSTRIAL AD GROUP—*Industrial Advertising Research Institute has released its new report on "Motives in Industrial Buying" in New York. Responsible for the report are Dr. Joseph E. Bachelder, managing director, IARI; George M. Robertson, General Electric Co., chairman of the project council; M. E. Ziegenhagen, Worthington Corp., chairman, IARI; Dr. Charles Winick, pyschologist, IARI technical advisory council; Archibald Crossley, Stewart, Dougall & Associates; Harold Snyder, Arcos Corp.*

PACKAGED PROMOTIONS

Servicing more than 1700 radio stations more than 8000 disc jockeys

low cost proven performance

AL PETKER/GIFTS FOR LISTENERS

Beverly Hills

'This Week' Names Three

This Week Magazine, New York, has appointed the following men to new posts in its promotion department: Richard Dee, formerly with *Life*, takes charge of presentations and sales service; Michael Lannon, formerly ad manager for WRCA-TV, takes charge of direct mail; and William J. Thompson, with *This Week* for the past seven years, becomes copy chief.

United Carbon Names Exec VP

Morrison M. Bump has been elected exec vp of United Carbon Co., New York, and will continue to serve as marketing director for its parent company, United Carbon Co., New York. Mr. Bump, who was president of Union Paste Co. before joining United Carbon in May, will direct all marketing activities.

Lando Names William Scherb

Lando Advertising Agency, Pittsburgh, has named William I. Scherb director of marketing. Mr. Scherb previously served in account management in Lando's industrial advertising division.

Rep. Wilson Predicts New Type Account: Political Careers

LOS ANGELES, Dec. 8—"Admen do a tremendous job of selling for others, but are most inarticulate when selling themselves, and have failed to defend themselves against recent legislative restrictions" declared Rep. Bob Wilson (R., Cal.), who is also an adman and partner in Champ, Wilson, Slocum, San Diego, speaking before the Advertising Club of Los Angeles last week.

He pointed to such governmental trends as limiting the use of advertising cost as tax reductions, billboard controls on federal highways and moves to limit the public's "right to buy as it sees fit."

■ His answer to this would be to set up some sort of congressional lobby of agencies, media and advertisers to look after their interest.

Rep. Wilson also said he foresees an enlarged role for advertising men in the election of political candidates. In his opinion, instead of just handling specific campaigns, agencies may well handle political careers. "Agencies generally come in too late," he said. He maintains effective campaigns are continuing efforts with candidates promoting themselves in the same manner as products are promoted. "There is no reason agencies can't apply good business technics for political candidates in the same manner as is done with products. There's a saying in politics that elections are won in off years, because at that time you are not suspect," he observed. #

Buell Named Marketing VP

Victor P. Buell, for the past five years manager of the marketing division of Hoover Co., North Canton, O., electric appliance manufacturer, has joined Archer-Daniels-Midland Co., Minneapolis agricultural commodities processor, as marketing vp. He will be responsible for long-range business planning, economic evaluating and corporate marketing analysis.

Barton to Launch Campaign

Barton Distilling Co., Chicago, will launch a major newspaper advertising and sales promotion drive for its Old Barton, eight-year-old straight bourbon whisky, in 1960. The campaign will be started in the eastern and southern markets, to be followed in the midwestern and far western. Stern, Walters & Simmons is the agency.

Blue Magic Names Garfield

Blue Magic Co., Lima, O., has appointed Garfield Advertising Associates, Detroit, to handle advertising for its Easy Monday laundry products.

These people KNOW the Selling Power of ROANOKE NEWSPAPERS

Virginia's 3rd Largest Primary Market Is Blanketed by the Roanoke Newspapers

with average per family annual food sales at $949, right in the norm, this is an ideal

TEST MARKET

1. Isolated, natural geographical barriers
2. Minimum penetration of outside media
3. Self-contained economy
4. Diversified industry
5. Representative population
6. Ideal size, metro area 160,000
7. Good distributive outlets
8. Superior newspaper coverage
9. Diversified media, 6 radio, 2 TV stations
10. Right on the national norm in per family food sales, $949

"Better Meals Build Better Families"
"'Total Selling' Means Better Sales."

Home of the New Norfolk and Western Railway

THE ROANOKE TIMES and THE ROANOKE WORLD-NEWS
National Representatives SAWYER-FERGUSON-WALKER CO

Roanoke is a "Burgoyne" Test City with spot color

PAXTON C. JUDGE
Vice-President, Roanoke Division
THE KROGER COMPANY
"We consider The Roanoke Newspapers basic in advertising for food sales in Western Virginia. . . ."

NORMAN R. McVEIGH
President
MICK-OR-MACK STORES CO., INC.
"Coverage of the two Roanoke Newspapers is ideal for 25 of our stores in 13 counties, although some of these stores are 200 miles apart. . . ."

R. E. FOUTZ
Secretary-Treasurer and Manager
ROANOKE GROCERS, INC.
"When we think of basic coverage for nearly 100 stores, we look first to The Times and The World-News. . . ."

F. W. JOSEPH
District Superintendent
COLONIAL STORES, INC.
"The bulk of our annual advertising investment in the Roanoke market goes to The Times and the World-News. . . ."

LOOK AT THIS COVERAGE

61% in 16-County Primary Market
95% in 61 Principal Cities and Towns
100% in Roanoke Metropolitan Area

facts about ROANOKE NEWSPAPERS' 16-County Primary MARKET

ROANOKE NEWSPAPERS' COVERAGE (nearly 94,000)
Metropolitan area 100%
61 Principal cities and towns 95%
16-County primary market 61%

NEARLY HALF-BILLION-DOLLAR-MARKET
with 552,000 people.

SIZE
of Roanoke Newspapers' Primary Market — 16 counties — 7,516 sq. miles — 2nd in State — 71st in Nation.

HOUSEHOLDS:
75th in Nation, with 141,700.

NET BUYING INCOME:
80th in Nation, with $725,342,000.

CONSUMER SPENDING UNITS:
77th in Nation, with 162,200.

RETAIL SALES:
86th in Nation, with $464,390,000.

FOOD STORE SALES:
84th in Nation, with $111,660,000.

EATING & DRINKING SALES:
104th in Nation, with $23,046,000.

GEN. MDSE. SALES:
77th in Nation, with $63,074,000.

APPAREL STORE SALES:
92nd in Nation, $25,390,000.

FURN. HSLD. & APPL. SALES:
89th in Nation, with $23,904,000.

AUTOMOTIVE SALES:
82nd in Nation, with $89,602,000.

GAS SERVICE STATION SALES:
79th in Nation, with $43,324,000.

BLDG. MAT. & HDW. SALES:
107th in Nation, with $26,762,000.

DRUG STORE SALES:
83rd in Nation, with $14,285,000.

ALL OTHER RETAIL SALES:
77th in Nation, with $43,343,000.

1959 Survey of Buying Power

NOW GET THIS!

This brochure gives the facts about Roanoke's big exception to the rule of market selection by metropolitan area population.

I MEAN BUSINESS...

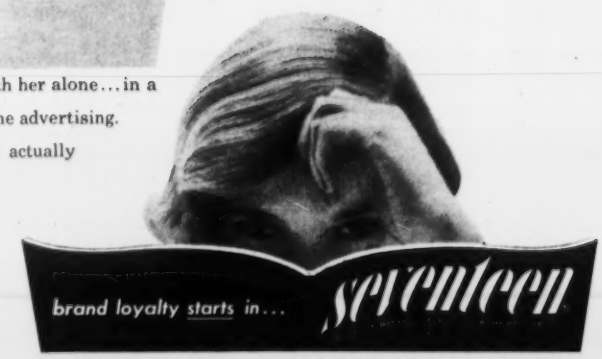
$4½ BILLION A YEAR!

This girl represents the big, booming market of 9 million teen-age girls. SEVENTEEN Magazine talks with her alone...in a language she loves. And because it never talks *down* to her, she takes everything in it to heart, *including* the advertising. "Girl talk" like this creates amazing buying action. 65.2% of SEVENTEEN's 4,800,000 readers have actually bought from its pages.* THAT'S WHY IN 1959...

FOR THE 7TH CONSECUTIVE YEAR

SEVENTEEN TOPS ALL MONTHLY MAGAZINES FOR WOMEN IN ADVERTISING LINAGE!

1959 Linage up 102 Pages! • 4-Color Linage up 66⅔ Pages! • Dollar Volume Highest Ever!



it's easier to **START** *a habit than to* **STOP** *one!* SEVENTEEN MAGAZINE, 488 Madison Avenue, New York 22 • PLaza 9-8100

DOUBLE EXPOSURE FOR YOUR ADVERTISING: SEVENTEEN-at-School—only magazine of its kind—offers your educational materials to high school home economics teachers. SEVENTEEN Magazine carries your advertising into their classrooms. Ask us about it!

**Gilbert Youth Research*

Alaskan Magazine Distributor Wins Monopoly Suit

SEATTLE, Dec. 8—Treble damages totaling $174,824 were awarded by a federal court jury in an anti-trust suit that charged monopoly in the distribution of magazines and paperback books in Alaska.

The action was brought by John M. Anderson, Anchorage, Alaska, and News Air Co., Anchorage distributor, of which Mr. Anderson is sole owner, against American News Co., New York, and three individuals doing business as Northwest Magazine Distributing Co., Seattle. The individuals are Robert F. Linden, E. J. Doncaster and L. M. Riches, partners in the company.

■ The period under review in the suit was from 1947, when Mr. Anderson and Northwest entered an agreement to set up a magazine distributing agency in Anchorage, in June, 1953, when Northwest terminated the agreement with Mr. Anderson, until 1957, when American News withdrew from business.

Mr. Anderson sued for recovery of $60,000 loss in the business plus $120,000 in profits that would have been earned except for the existence of an alleged monopoly. #

ROTATING BULLETINS—*Claimed to be a "first" for the motion picture industry are the six painted bulletins now being used on a rotating basis by Metro-Goldwyn-Mayer in the Los Angeles area. The six bulletins, of which this is one, will be rotated monthly to cover 24 high traffic locations over a four-month period. Donahue & Coe is the agency.*

Certified Grocers Boosts Payne

Certified Grocers of California, Los Angeles, has promoted David Payne to advertising manager, succeeding Al Crooks, who is resigning Jan. 1 after 20 years with the company. Mr. Payne has been with the company for 10 years, most recently as personnel manager.

Lichter Names Jepson-Murray

Lichter Mfg. Co., Hastings, Mich., and Scottsbluff, Neb., mobile home furniture manufacturer, has appointed Jepson-Murray Advertising, Lansing, to handle advertising for its Duo-Rest sofas, chairs and mattresses, which are custom designed for mobile homes.

Regie International, U.S. Rep for Top French Media, Bows

NEW YORK, Dec. 8—Regie International Inc. has been formed to represent a group of leading French advertising media. Organized by Bernard Musnik, Regie International will represent *France-Soir*, the largest selling daily in France, three other newspapers, four magazines, a commercial radio station and a commercial television station.

Mr. Musnik, a former salesman for Crosley Broadcasting and Ziv Television, opened a New York office last year for Publicis, France's largest advertising agency. In moving into the media representative field, he is duplicating in New York the Bleustein-Blanchet operation in France.

■ Marcel Bleustein-Blanchet is president and principal owner of Publicis. He also controls two important media representative organizations, Regie-Presse and Regie No. 1. Regie International will be affiliated with these two French Regies. It will share offices at 610 Fifth Ave. with Publicis Inc.

Mr. Musnik said his new move was prompted by the "ever-increasing American interest in the European market." He pointed out that orders placed through Regie International will be fully commissionable.

Regie International will represent this package: *France-Soir; Paris Presse-L'intransigeant*, afternoon daily; *Le Journal du Dimanche*, Sunday edition of *France-Soir; France-Dimanche*, weekly paper; *Elle*, leading women's weekly; *Realites* (French edition only), monthly class magazine; *Entreprise*, the *Business Week* of France; *Connaissance des Arts*, monthly art magazine; Europe No. 1, commercial radio station broadcasting from the Saar, and Tele-Monte Carlo, commercial tv station.

■ In addition to representing these media, M. Bleustein-Blanchet has a strong financial interest in some of them. He holds a substantial interest in both Europe No. 1 and Tele-Monte Carlo. Both of these broadcasting stations are owned by a holding company in which the French government holds a 48% interest.

France-Soir, a top advertising medium in Europe, circulates throughout France. It has a circulation of 1,345,000. It can be bought only in combination with *Paris Presse-L'intransigeant*. The combined onetime b&w page rate is $9,740, with a circulation guarantee of 1,500,000. #

Pauley, Brothers Join McKim

John S. Pauley, former Lever Bros. brand manager, and John W. Brothers, former assistant to the merchandising manager at MacLaren Advertising, have joined the account group of McKim Advertising, Toronto. Mr. Pauley will serve as an account executive in the food area; Mr. Brothers will be an assistant account executive.

Alcoa to Push $200,000 Contest in Five Media

PITTSBURGH, Dec. 8—Aluminum Co. of America will launch its second annual $200,000 "wagon load" contest in January featuring Rambler station wagons loaded with $500 in groceries as top prizes.

Ten of the Ramblers will be given as consumer prizes, with duplicates to managers of the stores where winners shop. More than 1,000 additional prizes will be duplicated for store managers.

Alcoa will promote the contest in newspapers, magazines, supplements, television and radio. The supplements include *Family Weekly, Parade, Suburbia Today* and *This Week Magazine*, and supplements published by the *Chicago Tribune, Philadelphia Inquirer* and *New York News*.

■ Alcoa also will use *Reader's Digest;* the company's two network tv shows—"Alcoa Presents" and "Alcoa Theatre," and the Arthur Godfrey show on CBS radio.

Fuller & Smith & Ross, Pittsburgh, is the agency. #

Ehlers Gave Illegal Discounts to Large Buyers, FTC Says

WASHINGTON, Dec. 8—The Federal Trade Commission charged last week that Albert Ehlers Inc., Brooklyn distributor of coffee, teas, spices and extracts, gives illegal promotional allowances and price discounts to chains and other large buyers.

FTC's complaint cited as examples of illegal promotional allowances payments to three food chains in New Jersey, without payments to their competitors. The three chains mentioned were Food Fair Stores Inc., Linden, $20,000; Grand Union Co., Paterson, $14,500, and Wakefern Food Corp., Elizabeth, $10,000. #

Ohio Oil Elects Young VP

Ohio Oil Co., Findlay, O., has elected Grant H. Young vp of marketing, succeeding N. T. Stover, who has retired after more than 46 years with Ohio Oil. Mr. Young, who joined the company in 1930, formerly was assistant manager of marketing.

Merry Christmas

Friends of Good Typography

Here Type Can SERVE You

J. M. BUNDSCHO, INC., *Advertising Typographers*

180 North Wabash Ave. • RAndolph 6-7292 • Chicago 1

AIR-CONDITIONING •
HEATING •
REFRIGERATION •
VENTILATION •

The ASHRAE JOURNAL penetrates to the very core of Air Conditioning, Heating, Refrigeration and Ventilation...assuring impactful contact with this vast sphere of business.

Written with authority, read with conviction, the ASHRAE JOURNAL is editorially angled to command attention and response from influential Society members. Here is vital circulation, 98% *engineers*...men who are responsible for the design and specification of countless components and complete installations.

Let the ASHRAE JOURNAL act as your wedge in getting a sizable slice of this Billion-Dollar market.
Write today for Circulation Breakdown and Rate Card.

AMERICAN SOCIETY OF HEATING, REFRIGERATING and AIR CONDITIONING ENGINEERS

Richard T. Biedler, Advertising Manager ... 62 Worth Street, New York 13, New York • BA 7-6262

DO THEY *HATE* YOU IN LOVETT (PA.)?

Competition stealing the hearts of customers you love to sell? If you want your sales campaign to garner attractive profits in Lovett, or any of the other towns in the Johnstown, Pa., area, you'd do well to include The Tribune-Democrat in your advertising budget. The influence of The Tribune-Democrat has been helping newspaper advertisers to become the first love of buyers for over 105 years.

Write Today for Johnstown's
PERSONALITY PACK
filled with facts and maps that give character to the Johnstown market.

The Tribune-Democrat
JOHNSTOWN, PA.

The Palace and the Stable

It was the seven hundred and fifty-third year
since the founding of Rome.
Gaius Julius Caesar Octavianus Augustus was
living in the palace of the Palatine Hill,
busily engaged upon the task of ruling his empire.

In a little village of distant Syria, Mary,
the wife of Joseph, the Carpenter, was tending
her little boy, born in a stable of Bethlehem.

This is a strange world.

Before long, the palace and the stable were
to meet in open combat.

And the stable was to emerge victorious.

—FROM "THE STORY OF MANKIND" BY HENDRIK WILLEM van LOON © HELEN C. van LOON

Young & Rubicam, Advertising

first in number of editorial pages

first in advertising —pages and dollars

NU

first in surveys on magazine-preference

first in circulation

first in circulation renewals

first in circulation growth

first in number of editorial awards

first in quality of circulation

first in delivering a complete editorial package on housing

MBER 1 ONE

HOUSE & HOME is the basic buy for advertising to America's biggest industry for one basic reason: almost everybody in the housing industry reads HOUSE & HOME regularly.

More *builders* of more houses read HOUSE & HOME than any other magazine in the housing industry. Practically all residential *architects* read HOUSE & HOME. And more *mortgage lenders*—the men who have to appraise and finance the sale of your products in houses.

And more *realtors*—the men who must sell your products to home-buyers as part of both the new house and the old house. And more *dealers*. And more *distributors*. And more *prefabricators* regularly read HOUSE & HOME.

HOUSE & HOME is the only magazine that blankets almost everybody who buys and almost everybody who sells in America's biggest industry. These housing professionals depend on HOUSE & HOME. That's why they pay twice as much for their subscriptions. That's why they vote 2-to-1 and 3-to-1 that HOUSE & HOME is their first-choice magazine. That's why HOUSE & HOME is first in circulation growth (up 10,000 in a year) and first in renewal rate.

More than 125,000 of these housing professionals depend on HOUSE & HOME because it is the only magazine to deliver a complete editorial package on housing. This means more editorial pages (over 1200 in 1959) than any other magazine in the industry and more first-rate reporting, writing and editing.

That's why HOUSE & HOME is first among all other magazines in the industry in the number of awards it wins for editorial quality.

So of course more advertisers buy more pages in HOUSE & HOME than in any other magazine in the industry. HOUSE & HOME rates are so low that you can tell your sales message to all the important housing professionals in HOUSE & HOME for less than half what it would cost you to reach them through any combination of lesser magazines.

That's why advertisers make HOUSE & HOME the "basic buy" for advertising housing products.

more housing professionals depend on

House & Home

PUBLISHED BY **TIME INC**

New Mexico Exempts National Ads in Dailies from 2% Advertising Tax

(Continued from Page 2)

ucts—such as soft drink advertising purchased by local bottlers.

The definition does not exempt national advertising from the tax if it is placed in newspapers by New Mexico advertising agencies. Carl Folkner, state school tax director, said that the regulation specifically provides that, to be exempt, the ad must be placed by an out-of-state firm, and that both the New Mexico agency and the newspaper would be liable for the tax on ads placed by a New Mexico agency.

■ Newspaper publishers had contended for years that the tax on national advertising was an illegal burden.

The first test of the tax, however, was filed for the broadcasting industry, by KOB, Albuquerque radio station. The station won its case, and the state appealed all the way to the U. S. Supreme Court, which upheld the verdict of the lower court.

Following the KOB case, the bureau of revenue revised its school tax regulations to exempt all national advertising broadcast in New Mexico. But it rejected an appeal from representatives of the New Mexico Press Assn. and continued to collect the 2% levy on national newspaper ads.

James Barber, publisher of the *Grants Beacon* and chairman of a special press association committee named to handle the tax exemption campaign, noted that it "stuck in the craw" of the newspaper profession for the bureau of revenue to refuse to admit that national newspaper ads fall into the same category as do national radio and television ads.

Albuquerque Publishing Co., which publishes the *Albuquerque Journal*, initiated a test case in district court to force a legal test of the bureau policy. Last January, Judge C. C. McCulloh ruled in favor of the newspaper, holding that the national advertising comes under the definition of interstate commerce and therefore cannot be taxed by the state.

The bureau promptly filed an appeal to the state supreme court and continued to assess the 2% levy against national account revenues. That appeal was dismissed with the compromise agreement.

Negotiations between Revenue Commissioner Bob Valdez, School Tax Director Folkner and publishers were long and sometimes stormy, with much of the heat centering around a disagreement over a compensating tax which was also being discussed.

At a Sept. 27 meeting in Albuquerque, Mr. Folkner charged that the administration of the previous governor had "sold off" the bureau of revenue—giving newspapers tax privileges in exchange for political support in newspaper columns.

Mr. Folkner was shouted down by angry publishers, who hotly denied the charge. Two days later, Gov. John Burroughs, operator of a radio station, issued a statement lauding the press and stating that he could not condone Folkner's "unfortunate remarks."

■ The first strong indication that the bureau was preparing to retreat from its argument that national advertising does not constitute "interstate commerce" and thus must be taxed came with a request to the state press association from Mr. Valdez that it submit a suggested definition of national advertising.

State Sen. T. E. Lusk, attorney for the association, submitted the proposed definition, and Mr. Valdez called a meeting between the press association committee and bureau officials.

Richard Robinson, attorney for the bureau, then dismissed the bureau appeal of the Albuquerque Publishing Co. case "without prejudice," leaving the way open for renewal of the suit if no agreement was reached.

The new compromise regulation was filed with the supreme court and made effective retroactive to Nov. 1, after it was approved by Messrs. Lusk and Barber and Jack Sitton, executive secretary of the press association.

The regulation provides that national advertising in newspapers and magazines published in New Mexico will be exempt from the school tax. The definition of national advertising adopted reads as follows:

As used in this regulation, national advertising in newspapers and magazines published in New Mexico is hereby defined to be that advertising which originates in any other state or territory of the United States of America; offers products for sale in other states as well as New Mexico and on a national basis; is sold for placement in newspapers and magazines published in New Mexico to persons, partnerships, firms, associations or corporations outside of New Mexico pursuant to contracts therefore made and negotiated outside of New Mexico, the material for which advertising, including but not limited to written scripts, mats and plates, is prepared outside of the state of New Mexico by or on behalf of such persons, partnerships, firms, associations or corporations for use in the production of advertising in newspapers and magazines published in New Mexico for or at the direction of such persons, partnerships, firms, associations or corporations and upon invoices or statements received from them by such newspapers and magazines published within this state. #

Despite Losses, F&S&R Chicago Unit Sees Big '60

(Continued from Page 2)

1960 ad budgets, with the exception of one, Mr. Echols said. He estimated that billings in the Chicago office would show an increase in 1960 over this year. F&S&R clients here bill between $5,500,000 and $6,000,000.

■ In addition to Edward J. Lauesen, who formerly headed up the office, and W. R. Ceperly, account executive, both of whom left F&S&R to join Waldie & Briggs (AA, Oct. 12, Nov. 23), two other F&S&R account executives have resigned from the agency, also moving to Waldie & Briggs, Mr. Echols said. They are Dudley N. Rockwell, who joined the Waldie agency this week as vp and account supervisor, and C. E. Huwen, who went to the same agency as vp and account supervisor.

Mr. Echols said F&S&R will increase its staff from 46 to about 55 persons by Dec. 31. Additional personnel will include a vp of marketing, media director, two account executives, copy chief, art director and two copywriters, he said. Most of these already have been hired, he added.

■ Mr. Echols succeeded Mr. Lauesen last summer as office head, with Mr. Lauesen receiving the title of vp for marketing programs for the agency as a whole (AA, Aug. 3). Mr. Lauesen had headed up the office since its inception.

Asked why Mr. Lauesen was replaced as office head, Mr. Echols said there "had been a basic disagreement on plans and policy between Mr. Lauesen and the agency top management." #

Walsh Oestreich Weiss Bennecke

STORY—*S. M. Weiss, Mogul Williams & Saylor, spellbinds guests at a media party given by his agency. Listening are Dick Walsh, Mademoiselle; George Oestreich, Holiday; Bob Bennecke, Vogue.*

Top 100 Spot TV Advertisers

Third Quarter, 1959

Source: TvB figures from N. C. Rorabaugh Co. Estimates for Television Bureau of Advertising

Figures in parentheses indicate company's rank in the third quarter of 1958

'59 RANK	Gross Time Sales
1. Procter & Gamble (1)	$11,219,300
2. Adell Chemical (3)	4,774,300
3. General Foods (4)	3,575,400
4. Lever Bros. (2)	3,126,300
5. Colgate-Palmolive Co. (8)	3,106,600
6. American Home Products (9)	2,981,600
7. Continental Baking Co. (6)	2,625,200
8. Warner-Lambert (12)	2,355,200
9. Brown & Williamson (7)	2,327,500
10. R. J. Reynolds (28)	2,223,400
11. Bristol-Myers (60)	1,714,600
12. Miles Laboratories (10)	1,629,900
13. Kellogg (81)	1,620,400
14. Philip Morris (15)	1,371,300
15. Gillette Co. (50)	1,278,200
16. International Latex (13)	1,248,900
17. Carter Products (11)	1,210,100
18. Texize Chemical (14)	1,175,900
19. Lanolin Plus (#)	1,031,000
20. Ford Dealers (#)	1,024,500
21. Pabst Brewing (25)	986,800
22. P. Lorillard (5)	939,000
23. General Motors Dealers (#)	937,800
24. Anheuser-Busch (19)	905,300
25. Drug Research Corp. (51)	887,100
26. Wesson Oil & Snow Drift (#)	887,000
27. Associated Products (#)	827,100
28. Coca-Cola Bottlers (27)	826,100
29. Pepsi-Cola Bottlers (26)	823,900
30. Corn Products (47)	772,200
31. Sterling Drug (44)	747,500
32. Welch Grape Juice (22)	738,200
33. Robert Hall Clothes (17)	733,200
34. American Tobacco (16)	706,900
35. Avon Products (38)	696,200
36. General Mills (20)	692,500
37. Carling Brewing (72)	679,500
38. William Wrigley Jr. Co. (33)	651,700
39. Max Factor (77)	651,700
40. Ralston-Purina (#)	649,000
41. Shell Oil (24)	645,700
42. Esso Standard Oil (42)	637,200
43. B. T. Babbitt Co. (32)	625,100
44. Norwich Pharmacal (46)	593,000
45. Sun Oil (21)	566,800
46. Revlon Inc. (41)	544,600
47. Theo. Hamm Brewing (31)	544,000
48. American Chicle (74)	522,000
49. U.S. Borax & Chemical (43)	520,000
50. Nestle Co. (#)	512,900
51. Pharma-Craft (#)	512,300
52. Jacob Ruppert (79)	509,200
53. Andrew Jergens (39)	499,700
54. Falstaff Brewing (40)	488,000
55. International Shoe (#)	487,300
56. Pan-American World Airways (#)	485 400
57. Helena Rubinstein (#)	480,900
58. Food Manufacturers Inc. (18)	479,500
59. E. & J. Gallo Winery (#)	461,600
60. J. A. Folger & Co. (56)	457,400
61. Hertz Corp. (#)	457,000
62. Helene Curtis Industries (#)	454,900
63. Fels & Co. (61)	440,700
64. Liggett & Myers (67)	437,400
65. Standard Oil (Ind.) (35)	435,800
66. Joseph E. Schlitz (34)	431,700
67. Atlantic Refining (85)	409,700
68. C. Schmidt & Sons (#)	403,700
69. Maybelline Co. (78)	400,000
70. Alberto-Culver (#)	396,000
71. Armstrong Rubber (63)	392,700
72. Pillsbury (#)	390,500
73. Wilson & Co. (#)	380,600
74. P. Ballantine & Sons (58)	380,200
75. M. J. B. Co. (54)	367,200
76. Vic Tanny Enterprises (#)	360,000
77. Safeway Stores (84)	354,700
78. Piel Bros. (53)	345 600
79. S. C. Johnson (30)	343,800
80. Paxton & Gallagher (#)	340,100
81. Pacific Tel. & Tel. (80)	328,100
82. Standard Oil Co. (Cal.) (57)	324 800
83. Parker Pen (#)	321,900
84. Phillips Petroleum (49)	315 800
85. F & M Schaefer Brewing (48)	314,800
86. Chrysler Dealers (#)	312,400
87. Kroger (90)	310,800
88. Interstate Bakeries (#)	308,400
89. Burgermeister Brewing (65)	308 000
90. Ex-Lax (62)	307,300
91. Duncan Coffee (88)	306,100
92. Rayco Mfg. Co. (82)	303,000
93. Dr. Pepper Bottlers (59)	299,500
94. Barcolene (#)	289,500
95. Hills Bros. (69)	286 300
96. American Snuff (#)	285,900
97. National Brewing (76)	285,300
98. Jackson Brewing (99)	280,600
99. Atlantis Sales (87)	275,100
100. Great Atlantic & Pacific (100)	272,500

#Not in top 100 in third quarter 1958.

Four Join Top 100 Spot TV Spenders in Third Quarter

(Continued from Page 1)

increase of 13.8% in spot sales. Basic data for these spot reports are provided by N. C. Rorabaugh Co.

■ Among the companies accelerating their third quarter spending tempo were American Home Products from $1,991,300 to $2,981,600; Associated Products from $10,300 to $827,100; Bristol-Myers from $378,600 to $1,714,000; Carling Brewing Co. from $341,000 to $679,500; Drug Research Corp. from $463,300 to $877,100; Max Factor & Co. from $299,100 to $651,700; Ford Motor Co. dealers from $115,700 to $1,024,500; General Motors dealers from $34,000 to $937,800; Gillette Co. from $437,100 to $1,278,200; Hertz Corp. from nothing to $457,000; Kellogg Co. from $282,600 to $1,620,400; Lanolin Plus from $168,400 to $1,031,000; Nestle Co. from $181,800 to $512,900; Pan-American World Airways from $19,300 to $485,400; Ralston-Purina from $94,100 to $649,000; R. J. Reynolds Tobacco Co. from $646,900 to $2,223,400, and Wesson Oil & Snowdrift from $2,960 to $887,000.

Procter & Gamble, the perennial first placer, also took a big spurt from $8,336,200 to $11,219,300 to further widen its lead on the competition.

Moving in the opposite direction were General Foods, Lever Bros., American Tobacco, General Mills, Sun Oil, Food Manufacturers and S. C. Johnson & Son, all of whom cut their appropriations for this medium. #

AFA Opens Clearing House

Advertising Federation of America, New York, has opened its new Information Clearing House as a source of data and information about advertising. Located at AFA headquarters, 250 W. 57th St., New York, it is under the supervision of George T. Clarke, director of the AFA bureau of education and research.

A Newspaperman's Newspaper

CHICAGO DAILY NEWS

The New York Times.

ST. LOUIS POST-DISPATCH

The Washington Post

THE CHRISTIAN SCIENCE MONITOR

NEW YORK Herald Tribune

THE MILWAUKEE JOURNAL

The Courier-Journal

THE SUN

THE KANSAS CITY STAR.

213 Publishers Rate Chicago Daily News Among Nation's Top Ten

Once again, a list of the ten best daily newspapers in the United States includes the Chicago Daily News.*

When working newspapermen judge a newspaper to be one of the top ten in the country, it means that that paper meets the highest professional standards of journalism.

This acceptance, by the "working pros" and the people of Chicago, can be important to you. Daily News readers are in a receptive frame of mind. 93% of them read the Daily News *at home*—spend at least 35% more time with their newspaper than readers of the other Chicago dailies. They'll respond to your sales message in the Chicago Daily News!

For more than three quarters of a century, wherever newsmen gather and whenever experts make a measurement, the Chicago Daily News has been recognized for its excellence and leadership.

* In a special 16-page section on "How to Read Newspapers," Practical English, one of the Scholastic Magazines publications, published a list of ten newspapers which 213 newspaper publishers voted the best in the United States. The list included the Chicago Daily News, New York Times, St. Louis Post-Dispatch, Christian Science Monitor, Louisville Courier-Journal, Kansas City Star, New York Herald Tribune, Washington Post and Times Herald, Baltimore Sun, and Milwaukee Journal.

CHICAGO DAILY NEWS

Making Significant News Interesting

Executive Recruiters Form New Association

Companies specializing in executive recruitment have formed the Assn. of Executive Recruiting Consultants "to develop, maintain and enforce high standards of ethical practice among member firms." Membership is limited to companies specializing in filling $15,000-a-year and above positions; members must also receive fees only from an executive-seeking company, never from the individual.

The eight charter members are: Ashton Dunn Associates; William H. Clark Associates; Elmer R. Davis & Associates; Antell & Wright; Hoff, Canny, Bowen & Associates; Richardson, Bellows, Henry & Co.; Ward Howell Associates, and Wright-Porter Inc. J. Francis Canny of Hoff, Canny was elected the first president.

"Tired Blood?"

Let Bott give your advertising a FRESH approach, rejuvenate that stale theme and worn-out copy. Phone HA 7-9187.

"That Fellow Bott"

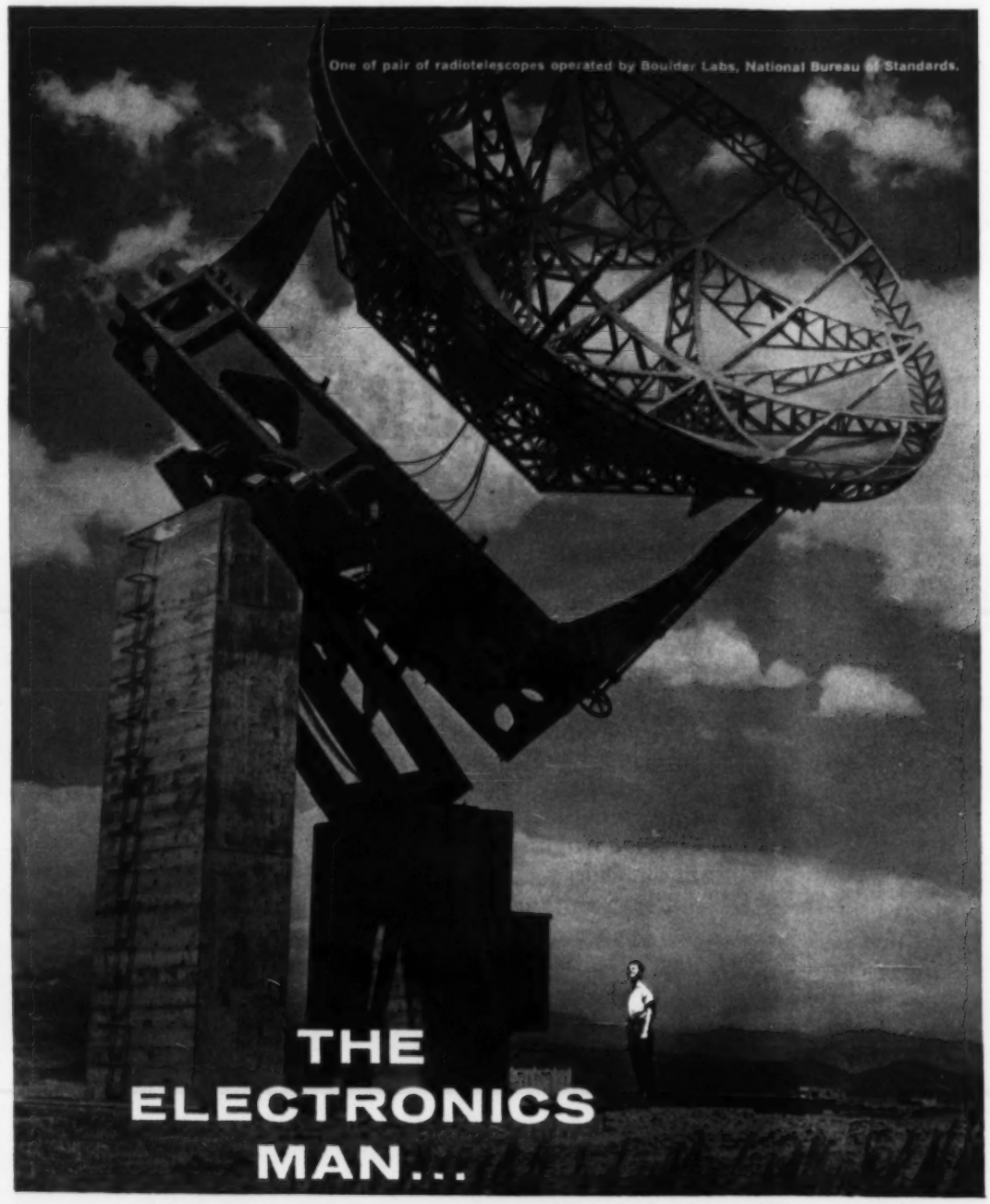
Leo P. Bott, Jr., 64 E. Jackson, Chicago

Corning Int'l Changes Agencies

Corning Glass International, the international arm of Corning Glass Works, has appointed Foreign Advertising & Service Bureau, New York, to handle its advertising, effective Jan. 1. National Export Advertising Service is the previous agency.

IMR Promotes Sydney Ashe

Sydney Ashe, assistant treasurer of the Institute for Motivational Research, Croton, N.Y., has been appointed vp and general manager as well. Mr. Ashe joined the company two years ago as controller.



HIS BUSINESS IS DIFFERENT

A man in one industry usually sells to another. A steel man sells to the automotive industry. A packaging man sells to a soap company.

The electronics man is different.

The electronics man sells a large portion of his output to another electronics company. The design man may be the key to selling a President. The President of one company may sell to the design man of another. The project engineer is responsible for product design, but may also determine market potentials for new products.

Look at the badge above. It reads Research-Design-Production-Management. The interests of the electronics man are in any or all of the four areas.

No matter where you find the electronics man his engineering background enables him to influence the purchase of electronic components and equipment. Your advertising must reach him to sell electronic goods.

And . . . in selling the electronics man, your basic buy is the one book edited weekly for all electronics men—whatever their title or job functions. The basic book is **electronics**—52,000 electronics men pay to read it every week.

THE ELECTRONICS MAN "BUYS" WHAT HE READS IN... **electronics**

A McGraw-Hill Publication

330 West 42nd Street • New York 36, N.Y.

and in the **electronics** BUYERS' GUIDE

Anthony Glavin, New England Dailies' Ad Unit Head, Dies

BOSTON, Dec. 8—Anthony G. Glavin, director of the New England Newspapers Advertising Bureau, collapsed and died today while attending mass in St. Peter's Church, Cambridge, a short distance from his home, at 128 Lakeview Ave. He had been NENAB director for 22 years, and his newspaper career spanned 34 years, ranging from columnist to publisher.

He wrote a column for a Sarasota, Fla., newspaper in 1925. Four years later he was made advertising manager and assistant publisher of the *Press*, White Plains, N. Y.

In 1933 he joined the *Washington Post* as a special researcher; a year later he joined the *Chronicle*, Pawling, N. Y., as co-publisher. He entered the Department of Labor in 1936 as an associate regional director of consumer service.

He was a graduate of Holy Cross College and Harvard Business School.

HOWARD W. COOK

NORWALK, CONN., Dec. 9—Howard W. Cook, reportedly in his 60s, former advertising director of the book section of the *New York Herald Tribune*, died yesterday in Norwalk Hospital after a long illness. He had retired from the *Herald Tribune* in 1947 because of ill health, and had lived here since then with his brother.

Born in Syracuse, N. Y., Mr. Cook was graduated from Sewanee Military Academy, in Tennessee, and began work as a reporter with Oklahoma newspapers. He moved to New York in the 1920s as a reporter for the old *New York World*, and later became an editor with Doubleday & Co. He joined the *New York Herald Tribune* in 1944 as advertising director of the newspaper's book section.

GERTRUDE SCANLAN

RIDGEFIELD PARK, N. J., Dec. 8—Miss Gertrude Scanlan, 55, in charge of broadcast media liaison with regional offices of Batten, Barton, Durstine & Osborn, New York, died Dec. 6 at her home here, where she had been recovering from a stroke.

Born in New York, Miss Scanlon joined BBDO in 1929 as head of the agency's stenographic department. She was appointed office manager in 1937, and became head of the radio talent department the following year. In 1941 she was named manager of the time buying department. She became an account executive and time buyer in 1943, and remained in that capacity until assuming charge of broadcast media liaison for all of the agency's regional offices earlier this year.

She was a member of the Radio Executives Club.

Ferber Named Marketing VP

Arnold Ferber, director of advertising and sales promotion of Reliance Mfg. Co., New York, apparel and sportswear producer, has been elected vp in charge of corporate marketing. His new responsibilities will include liaison with the eight operating divisions and subsidiaries of the company, and he will also continue supervisory responsibility for the company's advertising, sales promotion and public relations.

Dixon Crucible Boosts Raasch

Ernest M. Raasch, has been promoted from assistant sales manager to the newly created position of marketing manager of the pencil sales division of Joseph Dixon Crucible Co., Jersey City, N. J., manufacturer of Ticonderoga pencils and other writing supplies.

5 Straightforward reasons why your space-buying dollar works harder in the educational market in Overview's February Issue

1

extra readership:

This is the second issue of Overview, the monthly magazine for all educational executives. Your advertisement here gets the benefit of all the excitement and interest created by Overview's fanfare of introduction. Readers of School Executive and Educational Business (Overview succeeds these two successful 20-year old publications) have been eagerly awaiting this issue . . . their enthusiastic letters have been coming in steadily. Beyond its initial circulation of nearly 35,000 influential executives, this issue of Overview will be passed along, commented on, read and re-read.

2

extra distribution:

Copies of this issue of Overview will be distributed at the American Association of School Administrators convention—the largest gathering of educational administrators in the country. Your advertisement in this issue of Overview has a wonderful opportunity to get the attention and interest of the people you want most to sell...when they're most receptive to new products and services.

3

extra research:

This issue of Overview will be analyzed by Readex. You start the year off right by measuring your new campaign against last year's—get an accurate gauge of the interest readers take in your advertising.

4

unprecedented coverage:

For the first time in this market, you reach educational executives everywhere through just one publication. Your message goes to customers and prospects in public, private and parochial school systems, colleges and universities, business and industrial schools and organized study groups. Overview gets to the administrators and educators whose jobs include specifying, initiating or approving purchases throughout the wide and profitable spectrum of education. (This market, by the way, was worth $35,000,000,000 last year!)

5

unique selling opportunity:

Rarely does a chance like this come along—to establish a franchise with important buyers who may never have seen your advertising before! You beat your competitors to the punch in this vital audience by paving the way *now* for faster selling. Overview, penetrating the total education market, will take your message to the very people who are asked for opinions when goods and services are being bought.

OVERVIEW is the new monthly magazine for *all* educational executives. Included in its circulation of nearly 35,000 are influential educators and administrators in public, private and parochial school systems, colleges and universities, business and industrial schools and organized study groups. Overview, spanning the *total* education market, succeeds School Executive and Educational Business.

Write, Wire or Call your nearest Overview office today. Closing Date for February is January 2nd.

OVERVIEW

NEW YORK: 470 Park Avenue South; MUrray Hill 5-9250
CHICAGO: Daily News Building; FInancial 6-4611
CLEVELAND: 815 Superior Avenue; CHerry 1-1755
LOS ANGELES: 1870 Hillhurst Avenue; NOrmandy 5-5143
TENNESSEE: 121 N. Hermitage, Lookout Mountain; TAylor 1-2853

CRITICAL READERS LISTENERS, VIEWERS
think up claims that your agency, clients or personnel have committed
LIBEL, SLANDER, INVASION OF PRIVACY OR COPYRIGHT, PLAGIARISM.
BEFORE it happens, get our unique Excess INSURANCE Policy an effective and inexpensive cushion against these hazards.
EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St. · Chicago, 175 W. Jackson · San Francisco, 100 Bush St.

MPA Appoints Thompson

Harry C. Thompson, director of Newsweek International, has been appointed chairman of the international circulation subcommittee of the Magazine Publishers Assn. He succeeds Dave Ballard of Time-Life International.

Corbey to Selling Research

Lawrence G. Corbey, former market analyst at Sullivan, Stauffer, Colwell & Bayles, New York, has joined Selling Research Inc., New York, as a service executive.

Single Agency Setup Functions Well: Glenmore

D'Arcy Stewardship of All Brands Aids Buying, Planning, Distiller Finds

NEW YORK, Dec. 8—A year ago Glenmore Distilleries Co., Louisville, consolidated the advertising for all of its brands in one agency—D'Arcy Advertising Co. (AA, Dec. 1, '58).

Most distillers have different agencies for different brands. The practice apparently is traditional in the liquor industry.

■ Why did Glenmore concentrate its advertising in the D'Arcy shop? And how has it worked out?

A. P. Bondurant, vp and advertising director of Glenmore, told ADVERTISING AGE that the move was made for greater convenience and efficiency and that it has worked out satisfactorily in several ways for both Glenmore and the agency.

A. P. Bondurant

"For a number of years," Mr. Bondurant said, "we used two agencies. D'Arcy handled Old Kentucky Tavern, Old Glenmore and Old Thompson whiskies at its St. Louis office. The Yellowstone brand was handled by Ewell & Thurber in Toledo. Packaging was handled under my direction through various glass suppliers and packaging people who manufactured component parts.

"This entailed a good deal of traveling back and forth, as it was our experience that we could accomplish things much faster by working with our agencies at their offices, where the copy chief, the production people and the art director, as well as the other men on the account, could all sit in. This saved time by bringing together for discussion all who had a hand in the final preparation of an advertisement.

"In 1954, however, we decided it would be better to consolidate our operations, so we moved the D'Arcy account from its St. Louis office to its New York office, and the Yellowstone label to Compton Advertising in New York. We also retained Donald Deskey Associates as our package designer.

■ "This meant a great saving in time," Mr. Bondurant said. "Any of us who were involved in advertising or packaging could, on one trip to New York, within a matter of a few minutes and a few blocks, work with any one of the three—D'Arcy, Compton, or Deskey—and could double back later in the day or the next day, if necessary, to see how things were progressing.

"In the meantime, we had taken on the sole national distribution of King's Ransom and House of Lords scotch whiskies. We placed the advertising for these with Compton. This meant that Compton and D'Arcy each had three brands. Later, with the introduction of Glenmore vodka, D'Arcy had four brands and Compton three. The billing was much greater on the brands that D'Arcy had—almost three to one, in fact.

"As time went on," Mr. Bondurant said, "it became evident that the agency with the larger billing could do much more in the way of research, copy, media evaluation and all collateral work than the agency with the smaller billing. Also, of course, they could put more people on the account and we could call on them to travel the country more regularly to work with our various managers and men in the advertising department on the over-all marketing pattern.

■ "It became obvious that if the agency with the smaller billing was required to do the things for us that D'Arcy was doing we would have to subsidize those operations, even though the billing of the second agency was $1,000,000 a year. Without any reflection on Compton—and let me make it perfectly clear, it did a most competent job as far as advertising was concerned—it just could not afford to furnish the time and the talent we felt were needed for research and marketing work outside the office.

"So, after considering the matter for a number of months," Mr. Bondurant said, "we decided we would have a better operation if we consolidated everything with one agency.

"The extra billing on top of the $3,000,000 that D'Arcy already had would more than compensate, we believed, for the extra people we would require. In addition, it permitted not only full-time account service personnel, who would be free to go anywhere at any time to work for us, but also a complete unit, comprising art director, copy director, media director, production people and research.

■ "We were particularly anxious to have additional people on market research who could operate on all of our brands more efficiently," Mr. Bondurant said.

"Naturally, while more people would be required for seven brands than for four, the costs of research and tabulating would not be too greatly increased. The same would apply on art research and other fields. In other words, studies of copy treatments, layouts, consumer reactions to art, layouts, and other components could be accomplished for the seven brands with not too much extra personnel, time, or expense than for four brands.

"Another thing that came into consideration," Mr. Bondurant noted, "was the fact that we could do a much better job on outdoor. We could bring to bear a staff of outdoor experts not only to help the creative people and the art people in preparing copy and layouts, but people that could do a better job in the field such as arranging for rotation of brands, the purchase of rotary showings and checking painted bulletins and poster showings. With seven brands to work on, the agency could afford to put more and better people on the job. While in the field, these same outdoor experts could handle seven brands just as easily as four.

■ "Another advantage," Mr. Bondurant pointed out, "is an economic one from the standpoint of

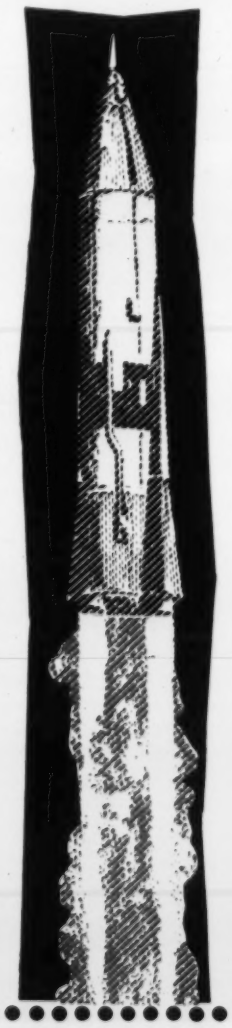
TOP TV MEDIA SPECIALIST
STATION RELATIONS MGR.
Available For Agency Or Advertiser
25 years experience in leading AAAA agencies on multi-million-dollar accounts: food, tobacco, drugs, beer. Call or write: Len Tarcher, 94 Schoolhouse Lane, Roslyn Heights, N. Y., MU 8-2343.

ORLANDO MOVES IN FAST COMPANY
GATEWAY TO THE MOON!
Media Records Reports First Ten Newspapers in Total Advertising Linage Gains
(First Nine Months 1959 vs. First Nine Months 1958)

	GAIN		
1—Los Angeles Times	10,117,003	6—Cincinnati Post & Times Star	4,495,431
2—New York Times	5,713,438	7—ORLANDO SENTINEL	4,061,486
3—*Grand Rapids Press	5,165,420	8—St. Louis Post-Dispatch	3,935,576
4—Chicago Tribune	4,608,798	9—San Francisco Examiner	3,681,606
5—Washington Post	4,512,597	10—**Sacramento Bee	3,673,160

*Started a Sunday publication April 5, 1959
**Started a Sunday publication February 1, 1959

Orlando Sentinel-Star dominates Miami, Jacksonville, Tampa papers in our compact five-county Central Florida market of 417,000 population by better than 6-1. New Orlando Standard Metropolitan Area of 275,400 ranks 88th in U.S.A. . . . and 69th in retail sales!



Orlando Sentinel-Star
Ask Branham

DO OPEN ALL THREE BEFORE CHRISTMAS

(and see for yourself what the shouting's about)

Any man can make this simple test — as millions and millions of women are making it right now. Simply open the December issues of the three leading women's service magazines. (They're all worth looking at, by the way.) Now, go through each, page by page . . . and compare. Examine for freshness, flavor, exuberance-in-print. Inspect for helpfulness, originality, sheer delight. Weigh their contents, on a scale, in your mind. Find the one magazine that outshines, outinspires, and generally outruns the field. Then tear off the name and mail to the man who makes up your advertising budgets.

McCall's

(The magazine, incidentally, that shows the largest advertising revenue gain and the largest newsstand gain in the past six months in the entire women's service field!)

fiscal budgeting. The agency could keep a closer watch on all sales of all brands in each market and could then determine a better balance of advertising monies spent on each label in each market.

"This is particularly important in the straight whisky category.

"Another thing that we have found more successful," Mr. Bondurant said, "has been the preparation of presentations for sales meetings, either national or local. The one agency preparing the entire script, films, slide films or what not can do a better job of presenting the entire corporate advertising picture than can two or more agencies trying to coordinate.

"Still another place where one agency seems to work out better than two is in the preparation of merchandising programs for newspapers, magazines and outdoor. By having one agency work out the entire schedule for merchandising to wholesalers, retailers, or our own men, we have found that we get better coordinated, more effective and better balanced merchandising programs."

■ Mr. Bondurant joined Glenmore 25 years ago as advertising manager. Before that he had been sales promotion manager and a packaging specialist at Reynolds Metals Co. where he was instrumental in helping to develop the Eskimo Pie, new packaging for Sun Sweet prunes, Ballard biscuits and other products. Following World War II, in which he served as a lieutenant colonel in the Air Force, he returned to Glenmore, and since has been elected a vp and director of the company.

As a packaging expert, Mr. Bondurant has been responsible for many "firsts," not only at Glenmore but in the liquor industry.

Glenmore is credited with having been the first distiller to introduce decanters, after Repeal, in an effort to create extra business during the holidays. This came about in the late 1930s.

■ "With the introduction of decanters, pre-wraps and other things that we introduced," Mr. Bondurant said, "we did stimulate interest and sales at the retail level. One year, with one package, we did 36 times our best previous Christmas sales on Old Kentucky Tavern. When our competition saw what we were doing, they got on the bandwagon one by one. Out of the industry's effort, a 13th month's business has virtually been gained. December retail business has become by far the largest month of the year and Christmas Eve the best day of the year as far as store sales are concerned—as men are notoriously late shoppers."

Other Glenmore "firsts" range from various types of pre-wraps, packages for dual and triple sales, jugs and special half-gallon packages to so-called Captain's Decanters and flask bottles with gold jigger tops.

■ But how about the agency side of the story? How does D'Arcy handle the Glenmore account?

"The over-all supervision of the Glenmore account is a team effort all the way," W. T. Raidt, D'Arcy vp, explained. Under the plans board, headed by the agency's chairman, Robert M. Ganger, Mr. Raidt supervises all operations.

Account executive John Coste, reporting to Robert Nash, ad manager of Glenmore, is responsible for the day-to-day operation of Old Kentucky Tavern bonded and straight, Old Glenmore straight, Old Thompson blend and Glenmore vodka. Under him is a unit composed of personnel assigned to the departmental responsibilities on these labels, that is, media, art, production, traffic and marketing. Mr. Coste, incidentally, is the son of Felix W. Coste, president of Outdoor Advertising Inc.

Under account executive Fred Howe, reporting to William Kinnaird, ad manager of the Yellowstone division, is a similar unit for Yellowstone bonded and straight, King's Ransom and House of Lords scotches.

■ The outdoor department has specific personnel responsible for all bulletins, posters, rotaries and transportation advertising for Glenmore brands.

Over-all plans for marketing, research, media, budget expenditures, etc., are developed and administered in close liaison with the directors of media—Frank Ott and Frank Hermes—and with the director of research—Pettersen Marzoni Jr.

Statistical work, including market studies, trends, sales patterns, historical data, competitive activities, etc., are also under Mr. Marzoni's department and directed by Joseph Powell.

■ Creative efforts are developed under direction of Douglas Boyd, vp and art director, and Hans Sauer, vp and creative director, and assembled by Cle Kinney and Ralph Morris.

Tom Carpenter, vp and copy chief of D'Arcy, oversees the creative work of two teams of copywriters including Norman Wexler, Robert Kaufman and Norman Rau.

WOMAN'S DAY ADVERTISING

Woman's Day has the recipe to make your sales rise along with this powerful magazine's advertising linage. With 87% more linage in this issue than in December 1958, and an advertising revenue of $1,025,000, Woman's Day racks up the biggest December in its history...also its third consecutive over-a-million-dollar issue. Total 1959 revenue soars 65% ahead of 1958. Woman's Day circulation, too, continues to surge. All single-copy sales, of course! See the box score at right—and let your sales rise like hot cakes too.

WOMAN'S DAY

©1959 WOMAN'S DAY, INC. A FAWCETT PUBLICATION

Arthur Pritchard directs all production and traffic.

"With all Glenmore labels in this agency," Mr. Raidt said, "we are able to effect an equitable balance of expenditure in all product categories according to market potential and sales objectives.

"In many markets we will deliberately separate the media efforts of the straight whiskies. For instance, in Los Angeles, Yellowstone goes into newspapers and Old Kentucky into outdoor."

Glenmore, incidentally, has been a consistent user of outdoor advertising. This year the company's investment in posters and painted bulletins will approximate $400,000.

Painted bulletins are used on a flexible rotary plan that spreads over eight markets—St. Louis, Kansas City, Los Angeles, Dallas, Fort Worth, Memphis, Louisville and Nashville. Painted bulletins are also used in several other cities, and posters are used in a number of other markets.

■ An outstanding example of the effectiveness of outdoor has been demonstrated recently in Massachusetts where the 12-month posting program for Old Thompson, not advertised in magazines and newspapers there, has helped move the brand from a weak label to second place in sales in that market.

As a direct placement agency, offering personalized services to clients at the grass roots level, D'Arcy has worked closely with Glenmore personnel in the inspection and purchase of bulletin space throughout the country. The agency staff is familiar with most rotary plans in the country, since the agency had a hand in building many of them up in the past for clients. Its experience in outdoor dates back to 1906, and it was the first agency, so far as is known, to organize an independent outdoor department, which it did in 1924.

"But we are also able to use magazine split runs effectively," Mr. Raidt pointed out. "Right now, for example," he said, "we are using *Sports Illustrated* for Old Kentucky in all national editions, while Yellowstone and King's Ransom are using a split-run setup also in this magazine.

"From the standpoint of merchandising we are able to effect a combined effort by markets and media. This year we are directing the largest, most frequent merchandising program in Glenmore's history, directing an almost twice-a-month mailing to distributors and distributor-salesmen, retailers and Glenmore sales personnel, coordinated with merchandising aid from newspapers, magazines, business papers and outdoor plants.

■ "Close cooperation is also maintained with Glenmore's advertising department under Mr. Bondurant, in developing integrated point of purchase material. The agency also sits in with Mr. Bondurant on packaging developments and decisions, and acts as liaison between Mr. Bondurant and Donald Deskey Associates, Glenmore's packaging counsel."

All in all, Mr. Raidt said, about 45 agency people are either directly or indirectly involved in the administration of the Glenmore account.

Currently, Glenmore is using 523 newspapers, 5 national magazines, national and local business papers, outdoor in 39 markets and extensive point of purchase materials. #

RISING!

LINAGE UP 87% FOR DECEMBER!

WOMAN'S DAY CIRCULATION	
First Six Months Average 1958:	2,705,796
Last Six Months Average 1958:	3,242,545
First Six Months Average 1959:	4,147,163

PUBLISHER'S STATEMENTS TO ABC

LOOK to im

YOUR BEST PROSPECTS DO!
Every month these people receive Industrial Marketing

PRATT W D — AM
ABBOTT LAB
N CHGO ILL
BRYANT C A — AM
BAROID DV, NTL LD CO
HOUSTON TEX
ROSE H W — VP
THE BUCHEN CO
CHGO ILL
WEST G H — AM/PL
CONS ELTRODYNCS CORP
PSDNA CAL
McNEER C O — SM/CHEM
GOODYEAR TR/RUB CO
AKRON OHIO

SELLING AND ADVERTISING TO BUSINESS AND INDUSTRY

200 EAST ILLINOIS ST. CHICAGO 11, ILL

PHOTOGRAPHIC REVIEW

Cox Skinner Fink

SMILES OF ACHIEVEMENT—*James M. Skinner Jr., president, and Donald G. Fink, director of research, Philco Corp., accept silver medallions of achievement from Edwin Cox, president of the Poor Richard Club, Philadelphia, and director of promotion for Atlantic Refining.*

SCOTKINS—*Scott Paper Co., Chester, Pa., has re-done its packages for its Scotkins dinner napkins. A Scotkin napkin is featured lying on a luncheon or dinner plate.*

Sarnoff Butler Morton Cornelius

AWARD—*David Sarnoff, chairman, and John Cornelius, president, of the American Heritage Foundation, accept an award for the foundation from Paul Butler, Democratic national chairman, and Sen. Thruston Morton, Republican national chairman, "in recognition of the foundation's work in getting more of our fellow Americans not only to register and vote but also to participate in and contribute to the party of their choice."*

AD PLANS—*Erwin C. Uihlein (left), Jos. Schlitz Brewing Co. president, discusses 1960 advertising plans with Norman H. Strouse, president of J. Walter Thompson Co., the Schlitz agency. Schlitz will continue its "Real Joy of Good Living" theme in 1960, but with emphasis on people in simple surroundings. This ad will appear during March and April in Argosy, Life, Look and The Saturday Evening Post.*

STUDY—*Dr. Charles W. Allen (left), head of journalism, and Dr. Robert B. Kamm, dean, college of arts and sciences, Oklahoma State University, look over initial grant of $500 to support a nationwide study of advertising instruction in colleges and universities sponsored by Advertising Federation of America.*

Hudson Payne Kelly Hicks Davis
Weaver McDermott Pleuthner

BRAIN INTEGUMENTS—*This gag photo was taken when Willard A. Pleuthner, vp and coordinator of company communications, Batten, Barton, Durstine & Osborn, New York, appeared before the Advertising and Sales Club of Toronto to explain "brainstorming." It demonstrates that each audience to which promotion material is directed must be considered individually. Helping out are Austin A. Weaver, Financial Post; Andrew A. McDermott, Radio & Television Sales Inc.; G. Hector Hudson, Crain Business Systems; James K. Payne, D'Arcy Advertising Co., Toronto; Victor E. Kelly, Maclean's Magazine; Michael Hicks, BBDO, Toronto, and Curt Davis, Le Petit Journal.*

OH MY GOSH!—*It's Frothingslosh time again. And for the sixth holiday season Pittsburgh Brewing Co. puts out Olde Frothingslosh Pale Stale Ale with the Foam on the Bottom, which it sells in a six-state area. Here Rege Cordic, KDKA, Pittsburgh radio outlet, addresses the annual Olde Frothingslosh sales meeting. Mr. Cordic orginated the ale on his wakeup show, "Cordic & Co.," as a spoof on beer commercials.*

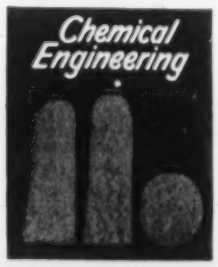
Photo Courtesy E. I. DuPont de Nemours & Co., Inc.

The Chemical Engineer wraps 1,000,000,000 packages a year

Transparent bags for tempting foods, "wraps" big enough to cover your car . . . contributions for convenience and better living made possible by the Chemical Engineer and his technology . . .

The Chemical Process Industries are big — spending over $50 billion for equipment and supplies, turning out over $85 billion in products that range from packaging materials to pickling acids to paints. In this broad spectrum, one essential element—the chemical engineer in all his functions. He designs, builds and operates the plants . . . develops the processes and the products, keeps costs in line. He's your most critical buying influence for raw materials, equipment and services.

To reach this man and win his brand regard, only one sure way—the new, every-other-Monday CHEMICAL ENGINEERING — still his 3-to-1 choice in all his functions. Now he gets it more often, reads it more thoroughly . . . Starch "Noted" scores up 11.3%, "Read Most" scores 28.7% higher, inquiries 15.5% above 1957's monthly issues. Editorial readership level up 10%. Circulation at record high. CHEMICAL ENGINEERING, McGraw-Hill Building, New York 36, N. Y.



Published every-other-monday for Chemical Engineers in all functions

SULKA SWITCH—*A. Sulka & Co., New York, tries a switch in its ad approach with this cartoon treatment for its ties in the Dec. 5 New Yorker. The tie maker is watching reaction carefully to see if the Richard Osborn cartoons appeal to its customers. Irving Serwer Advertising is the agency.*

Oregon Dailies Keep Publishing Jointly as Strike Continues

PORTLAND, ORE., Dec. 8—The *Oregon Journal* and *Oregonian* continue to publish a combination daily and Sunday newspaper despite the strike called Nov. 10 by the stereotypers' union (AA, Nov. 23). Members of other mechanical crafts and editorial guild members have refused to cross the picket line.

More than 400,000 daily and more than 500,000 Sunday newspapers are being printed and distributed to the respective subscribers and dealers of the two newspapers by supervisory help and new trainees. Salesmen and clerical help and new trainees went to work the morning of Nov. 10 in the plant of the *Oregonian* to accomplish this feat, which makes history in the operation of metropolitan newspapers.

Local and national, as well as classified advertising, originates in the afternoon edition of the *Oregon Journal* and continues through the morning editions of the *Oregonian*. Only advertisements to run in both newspapers are accepted, and regular contract rates for each paper apply.

A Page 1 editorial in the two dailies stated: "The *Journal* has joined hands with the *Oregonian* as a production necessity. It is an independent home-owned corporation and intends to return to separate production in the *Journal* plant when the production problems for the operation of the two plants have been solved."

Endicott Johnson Names Morris to New Ad Post

Louis G. Morris, a member of the advertising department of Endicott Johnson Corp., Endicott, N.Y., since 1950, has been appointed manager of advertising and promotion of the shoe company. Also appointed were John K. Madden, product planning director; Jack Feeney, special services manager; W. Howard Hall, manager of sales forecasting and analysis, and Robert Dowd, marketing research manager.

Pepsi Bottler of Milwaukee Names Butcher-Sherwood

Pepsi-Cola Metropolitan Bottling Co. of Milwaukee has appointed Butcher-Sherwood, Milwaukee, to handle its advertising, effective Jan. 1. A total of 14 agencies solicited the account, which formerly was handled by Kenyon & Eckhardt, Chicago. Billings are estimated at more than $100,000.

Samstag Leaves Time Inc. to Open Consultant Office

Nicholas Samstag has relinquished his job as promotion director of Time Inc., New York, and will serve the company in "an advisory rather than supervisory" capacity. He also will operate his own consulting company, specializing in promotion, advertising and public relations. One of his first clients is *Time*. It is expected that Time Inc. will name Bernard Auer, circulation head, to be circulation and promotion director, with Rhett Austell, now in circulation, moving to circulation manager, and Robert Fisler, now with *Sports Illustrated*, becoming promotion manager.

National Gypsum Names Four

Richard R. Bevan has been named sales promotion manager of National Gypsum Co., Buffalo. He will be succeeded in his former post of advertising manager of the asbestos division by R. V. (Vic) Moran. The company also has named Dion T. Rahill advertising manager of its paint division, including Canadian subsidiaries, and appointed MacGregor Wilson, formerly ad manager of the metals processing division of Curtiss-Wright Corp., Buffalo, manager of technical publications.

Wilding Names MacRea

James MacRea has been named director of creative marketing at Wilding Inc., Chicago, producer of business films. Mr. MacRea formerly conducted his own speaking course for executives. Before that he was an account executive in Grant Advertising Co.'s Bogota, Colombia, office, and a market analyst with Bell & Howell, Chicago.

NAB Honors McCollough

Clair R. McCollough, president and general manager of Steinman Stations, Lancaster, Pa., has been selected to receive the 1960 Distinguished Service award at next year's convention of the National Assn. of Broadcasters.

Fry Joins Aawl Advertising

Fred Fry has joined Aawl Advertising Agency, Cincinnati, as senior account executive. Mr. Fry was formerly assistant to the president of Hubbel Advertising Agency, Cleveland.

USE "THE MOST

Because here your

CLOSING-DATE DEADLINES BECOME LIVE-LINES

Whether for sudden emergencies or sudden opportunities, The Wall Street Journal's short, short closing dates and daily frequency provide you with jet speed whenever you want it. You need no longer be tied down to long-range commitments, or to sit resignedly by as labor disputes, weather conditions, unexpected manufacturing developments or price situations play hob with your advertising's meaningfulness.

Speed is one of the valuable dimensions of Wall Street Journal maneuverability. Create an ad today and it can be selling for you clear across the country before a week goes by. Should you need to shift your approach or intensify your attack . . . again The Journal and its pliable set-up works hand-in-hand with your needs and desires.

No other national management publication gives you so much total flexibility as does The Wall Street Journal—the one key executives everywhere say is "The Most Useful One."

Miller Names George Potts: Four Publishers' Reps

Miller Publishing Co., Minneapolis, has appointed George W. Potts advertising sales manager of the *Northwestern Miller*. Mr. Potts joined the company in 1940. Recently he has been an advertising sales representative in the East.

Miller has also named four publishers' representatives for its newest publication, *Professional Nursing Home*. Representing Miller in the East will be Austin LeStrange Co., New York. A partner firm in Chicago, LeStrange Co., will service the midwestern states; Martin Newell and Tom Letch, Kansas City, are assigned the southern and southwestern states, and Frank Wenter & Co., Los Angeles and San Francisco, will represent the publication in the Pacific Coast states.

Donnelley to Build New Plant

Reuben H. Donnelley Corp. will build a new direct mail advertising plant on a 20-acre section in Oak Brook, Ill., a Chicago suburb. The one-story, four-acre building will be the largest single direct mail plant in the U. S., Donnelley said, and will employ more than 1,800 persons. Construction will start in 1960, and the plant is expected to be completed by March, 1961.

Keyes, Martin Adds Three

Gilbert Plastics Inc. and Albert Klingelhofer Machine Tool Corp., both of Kenilworth, N. J., and Nafi Corp., Trenton, N. J., floor covering manufacturer, have named Keyes, Martin & Co., Springfield, N. J., to handle their advertising and public relations.

Variety Chains to Hike Budgets, Says 'Chain Store Age'

NEW YORK, Dec. 8—Variety store chain advertising budgets for 1960 will increase by 15% to 25% over 1959, according to a survey by *Chain Store Age*.

The variety chain executives surveyed said they expect 1960 to be the keenest promotional year in the industry's history. Although the bulk of their advertising will remain in newspapers, most variety chains reported plans to devote more money to radio and television, primarily locally.

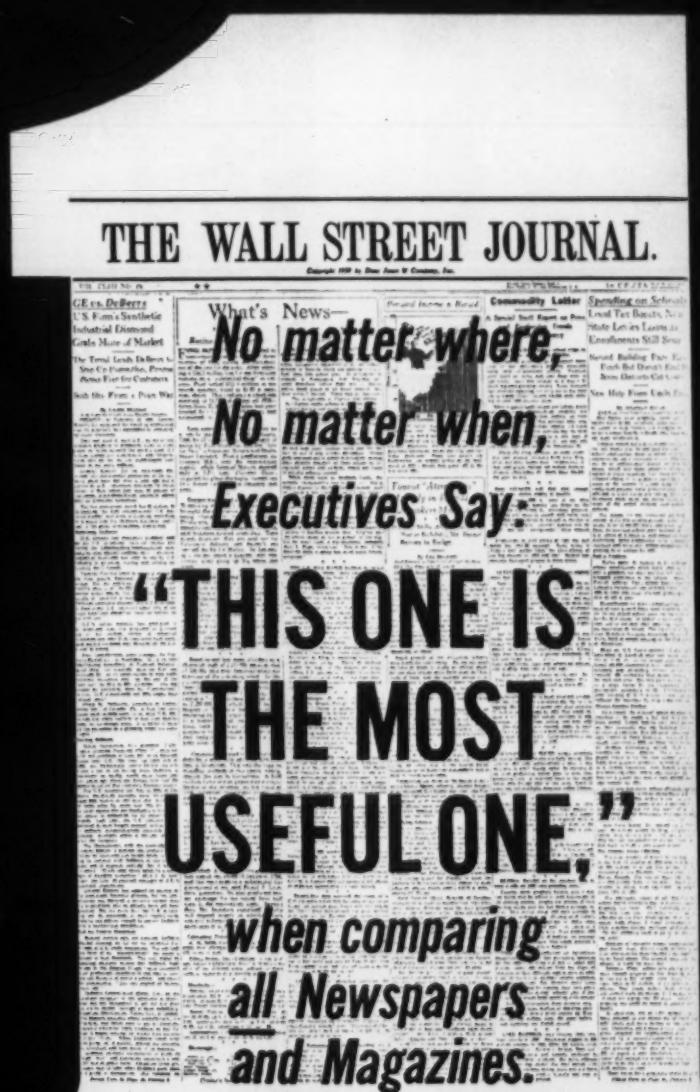
Other highlights of the *Chain Store Age* survey:

- Promotions will reflect an attempt on the part of variety stores to create a quality image, with value merchandise complemented by higher quality merchandising in some departments, such as cosmetics and apparel.
- Consumer credit in varying forms is now offered by about 40% of the variety chain stores. #

AAAN Adds Member

National Advertising Service Pvt. Ltd., Bombay, has been elected to membership in the Affiliated Advertising Agencies Network, Chicago, bringing the network's membership total to 59. National Advertising is the first Indian agency to hold membership in the American network, and is the 13th overseas affiliate to hold an AAAN franchise.

USEFUL ONE" MOST



Published at:

Eastern Edition	Midwest Edition	Southwest Edition	Pacific Coast Edition
NEW YORK & WASHINGTON, D. C.	CHICAGO	DALLAS	SAN FRANCISCO
44 Broad St. • 1015 14th St., N.W.	711 W. Monroe St.	911 Young St.	1540 Market St.

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association president says:

"We Screened Several Midwest Cities Before Choosing Bloomington-Normal for Our New Offices"

Selecting a site for our new office was not an easy job, or one that was taken lightly by anyone at the Illinois Agricultural Association. We first retained the services of a professional locating service. They, in turn, carefully screened the entire state for the right place to locate the new IAA offices. Bloomington-Normal was the final choice of the IAA Board.

We are looking forward to the time when our new office building is completed and we will be rendering service to our members from our new home in this fine community.

William J. Kuhfuss,
PRESIDENT
Illinois Agricultural Association

It's a fact!

Bloomington-Normal makes up the 7th largest drug sales market in Illinois. Your advertising in the Pantagraph assures coverage of this prosperous area.

THE Pantagraph
BLOOMINGTON-NORMAL, ILLINOIS
FULL COLOR NOW AVAILABLE
Represented by Gilman, Nicoll & Ruthman

See where the smart money goes

In the first six months of 1959, eighteen of America's twenty largest magazine and TV advertisers used Parade. The nineteenth joined up this Fall. Can this be coincidence . . . or is it proof that Parade's 10 million homes are just too big a market for the big advertiser to ignore.

The Sunday Magazine section of strong newspapers throughout the nation, reaching 10 million homes every week.

Parade

Feature Section

Advertising Age

How 7-Up Protects Brand Name

Timing Makes Good Copy Better

Christmas Gift from Peeled Eye

Family-of-Products Image Back?

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Agencies Ask Us . . .

New Agency Image Needed to Solve Profit Problem

By Kenneth Groesbeck
Advertising Agency Consultant

One of my New York agency friends asked me the other day, "How important is our business in public relations?"

I started to give him the usual orthodox "for and against" summary of this field, when suddenly I got the feeling that this might be a key question whose answer could solve the basic problem which confronts all of us.

Kenneth Groesbeck

This, as we know, is how to make money in agency work when we are squeezed between the usual fifteen per cent ceiling and the rising floor of demand for more services.

The recent Four A's report on agency profits has spotlighted this situation anew, without suggesting any remedy except the obvious one of doing less or charging more, both measures of desperation, difficult to sell to clients, and opening the door to illegitimate competition and price cutting on which practically every one loses.

Could public relations service by agencies help solve this problem? I wondered, and if so, how? Does the very term, "public relations," mean much more than we have realized? Is it an old name for a new and perhaps vital concept?

▪ The more I think about it, the more I believe that the agency, large or small, which is capable of giving its clients good business advice, which it may well sell under the familiar term "public relations"; which offers this service *and proves its value in actual performance*, will have no trouble whatever in holding its business and being properly paid for its services. I have seen this method result, very frequently, in long and satisfactory agency-client relations.

Note that there are two elements in this prescription. The first is ability. Sending out attractive publicity releases is the smallest and least important part of this type of service. By public relations ability I mean sufficient business judgment to guide the client toward successful performance in its internal and external communications with all individuals, corporations and situations which importantly affect its welfare.

"Quite an order," you remark. "You are suggesting that the agency promotionally knows more about running the client's business than he does himself."

Exactly. I am suggesting all of this, although I am only calling it "public relations."

▪ The second element in this prescription is *proof* of the ability. This takes the form of actual suggestions for the betterment of the advertiser's business which are tried out, and found good.

When an advertising agency has succeeded in making a few direct hits of this kind it moves beyond the field of advertising and becomes a valued and trusted counselor. Once it occupies this unique position in the estimation of the advertiser, it can suggest whatever procedures it considers desirable in any promotional areas, put a price tag on them in advance, and get properly paid for its services.

"The promotional field" is a comprehensive term. It covers all communications from the advertiser, internal and external, which, as the term implies, promote its welfare.

▪ Agencies must move warily in assuming the responsibilities involved in these excursions into the advertiser's bailiwick. They must not attempt to get into problems about which they know too little, and which it may be impossible for them to solve, short of many years of experience.

Much of product planning and production may well be beyond the agency's abilities or potentials, and if we stick our neck out and make a mistake here, where the client is so thoroughly experienced, the whole confidence structure may be, at one fell swoop, destroyed.

We are, because of our work in many varieties of promotion, more experienced than most clients in the general principles of selling and marketing. We must make ourselves also more knowledgeable in promotional public relations. When we know more than the client does about running his business *in these areas*, we become so essential to him that our additional charges for work beyond the fundamentals of agency service are passed without difficulty.

If we examine this whole problem of additional services demanded by manufacturers from their agencies which make it so difficult for us to make money, what do we find? Most of the services asked for are in research or marketing, are they not? Areas which business men formerly covered for themselves, perhaps in a cursory manner, to be sure, and which now, they have discovered, they can dump into the agency's lap, often (if they are shrewd shoppers) for free.

▪ What they are really asking us to do, when you come to think of it, is tell them how to run their businesses in many important aspects of their operations.

Agencies should be so competent in public relations communications, to use the familiar term, that they welcome this demand from their clients, find it in line with the type of advice they can render, bat a high average in their answers, and justifiably charge plenty for this business judgment service.

Note that they will only be able to make these charges if they have established themselves as advisers, if their advice has been taken and found good, if they have become, in the opinion of the advertiser, a reliable source of procedures which the client has found profitable. How do we go about this?

▪ The timing and chronology of establishing this new and desirable relationship between client and agency is important. You do not just start out by saying, "This is a new kind of arrangement, one in which we are going to do more for you, and you are going to pay us what we deserve." We have to establish our value first.

By all means start by establishing what are the normal services you render as an advertising agency, without additional charges, and what services you offer for which fees will be paid.

Emphasize, if you will, however, the all-over public relations promotional services which you consider the essence of agency value. *Sell your agency initially on this concept.*

Land new business on the excellence of your business judgment in promotional fields, rather than only as writers of good copy or even as marketers. Get off on the right foot from the very start. We must establish an entirely new "agency image" in the advertiser's mind.

New as this image must be, it will be most easily established within a familiar frame of reference such as public relations, rather than attempting the more difficult job of building an entirely new and unfamiliar concept. Its implementation, of course, may well depart entirely from commission remuneration, as so many agencies are presently doing.

We must become, in the mind of the advertiser, primarily business counselors. And when we have sold this concept, we must be prepared to make good on it or we are out of luck. Can you think of a better solution to our fundamental profit problem? Not only "Be worth more," but do so where the advertiser is most in need.

The handle by which we can lift ourselves into a position of greater responsibility and remuneration may well be waiting for us to grasp. #

What They're Doing Today

WHAT'S BECOME OF . . .

ALFRED D. McKELVY—who got into the agency business to pay off a debt?

Back there in the depression, Mr. McKelvy invented a cigaret vending machine that sold one butt at a time. It sounded like a good idea, but Mr. McKelvy dropped a packet. "I paid off everybody but the advertising agency and I wound up working for it—the Russell Comer shop in Kansas City."

Alfred D. McKelvy

Mr. McKelvy, a native of Atchison, Kan., who now lives in Atherton, Cal., became a new business man with a creative flair. He wrote 104 instalments of something called "The Modern 49ers," a radio show subsequently purchased by Tidewater Oil, then with the Kudner Agency. "It was pretty corny," says Mr. McKelvy today, "but the public liked it."

▪ This, naturally, brought him to the attention of the late Arthur Kudner, who hired Mr. McKelvy and put him to work on the Johnson & Johnson account. After a year or so he switched to BBDO and worked on the Borden's fluid milk business. Mr. McKelvy had taken three days of a Canadian vacation when Roy Durstine phoned him and told him to make tracks for Minneapolis and the Cream of Wheat account.

In his spare time, the inventive Mr. McKelvy completed a design for "some little jugs"—and started Seaforth toiletries. He did a $3,000 business the first year—and $2,500,000 in the fourth. At the time he sold Seaforth to Vick Chemical, the toiletries operations was doing $4,700,000 with a net of $400,000. McKelvy sold out to Vick for about $500,000. "I wish to hell I had never sold it," says Mr. McKelvy now, adding that Seaforth has proved a nifty operation. In any case, Mr. McKelvy has "some Vick stock still."

▪ McKelvy stayed on as Seaforth prexy till 1945 and finally moved to California in 1949. Restless for a new product, he spent two years on research, then bobbed up with a powdered, concentrate mix called TobyJell. This was reputed to provide jelly at about a fourth the retail price of contemporary jellies. In September, 1953, McKelvy took TobyJell into the New York market on the wings of $250,000 campaign. He'd already formed an outfit called American Brands Corp. to put out TobyJell and he had Douglas Leigh, the outdoor spectacular king, as a partner.

TobyJell was "all right" but it was no ball of fire and McKelvy, who has been credited as the developer of the first flour mix, decided to get out of the jelly field and into some "big league" business.

Somewhere along the line he had a conversation with a Texas oil man who gave him his clue. The man said: "You can make a million in the oil business and the trade papers won't even mention your name." Mr. McKelvy liked the promise of profitable anonymity—"Can you imagine a business where you can make a fortune and it's so commonplace the trade papers don't even bother with you?"—and off he went to Standford University to study geology.

▪ When he'd learned all he figured he needed to know about drilling for oil and gas, Mr. McKelvy went off to Kansas, "the most completely mapped gas and oil state" in the Union. He drilled eight experimental wells—and all of them "came in." Mr. McKelvy sold out and today he's in west Kansas, "where the gas wells are big and expensive and the returns are bigger."

With 35,000 acres of leases on the Kansas-Colorado border, Mr. McKelvy is the largest individual leaseholder in the Sunflower State. One of his wells—originally missed by a big oil company—brings in 8,500,000 cubic feet of gas daily. In all, he has 22 huge wells, ranging from 13,000,000 cubic feet a day to 28,000,000 daily. daily.

Millionaire McKelvy, now 58, expects a net profit from these holdings of something like $400,000 next year, which he will split with a couple of old acquaintances from the advertising and public relations fields, who are his partners. #

What's Doing on the Legal Front . . .

'7-Up': a Case History of Brand Name Protection

By Sidney A. Diamond
Member of the New York Bar

During the past several years, The Seven-Up Co. has been carrying on one of the most determined trademark policing campaigns ever recorded in the law books. This program reached an unprecedented climax recently when the U. S. Patent Office on a single day issued decisions in seven separate proceedings involving the "7-Up" trademark. A brief review of these decisions, even though they are still subject to appeal and possible reversal, makes an instructive case history for anyone concerned with brand name protection.

Sidney A. Diamond

First, a bit of background. "7-Up" was introduced in 1928 as a dark-colored, spice-type drink. In 1930, this flavor was discontinued and the trademark "7-Up" was switched to a lemon-lime product. That year, enough extract was sold to produce approximately ten thousand 24-bottle cases of "7-Up"; then the product caught on rapidly and by 1956 (the most recent year referred to in the Patent Office decisions) sales had risen to one hundred million cases per year.

■ Starting as early as 1934, literally dozens of other soft drink brands containing the word "Up" have appeared on the market, most of them for lemon-lime beverages. At the beginning, The Seven-Up Co. apparently had no consistent policy about dealing with these trademark problems, but it did start some lawsuits for infringement, and it also began to oppose applications in the U. S. Patent Office for conflicting trademark registrations.

More recently, it seems to have opposed every "Up" mark presented for registration, and it also has been attempting to cancel some of the registrations that were issued in prior years. The Seven-Up Co.'s record is somewhat less than perfect, but it has won the majority of its cases, and, in addition, a number of the "Up" marks that either survived attack or went unchallenged have disappeared from the market with the passage of time.

■ There is no doubt about the fact that "7-Up" is a well-known, heavily-advertised brand that represents extremely valuable good will. The basic legal question in these trademark cases is whether the disputed mark resembles "7-Up" so much that it is likely to create confusion, mistake or deception among purchasers of the merchandise. Against this background, let us examine what happened in each of the seven proceedings decided simultaneously by the Patent Office.

The first case involved an application for the trademark "Que-Up," introduced in 1951 for a lithiated lemon drink. The principal argument made against the Seven-Up Co.'s position was that it had permitted so many "Up" marks for soft drinks to be used and registered without objection over the years that there no longer was any likelihood of customer confusion just because another drink used "Up" in its brand name. The Patent Office ruled, however, that Seven-Up did not have to show it was the exclusive user of the "Up" component in order to raise the objection. The decision proceeded to point out that the way in which the "Que-Up" mark was displayed (it also appeared in the form "Q-Up") closely resembled the "7-Up" form of display, including white letters on a red rectangle, with an upward slant.

■ The Assistant Commissioner of Patents, quoting from an opinion by a federal judge, commented that "the most successful form of copying is to employ enough points of similarity to confuse the public, with enough points of difference to confuse the courts." The Patent Office also held that the possibility of confusion was increased because the product is inexpensive and frequently purchased on impulse. In addition, it is the kind of product that the retailer often serves to the consumer, and an imitative trademark provides an opportunity for an unscrupulous merchant to substitute the "off brand" on a call for "7-Up." The "Que-Up" trademark application therefore was rejected.

In the second case, the trademark "Mor-Up" had been registered for a lemon-lime drink that first appeared on the market in 1953. The Seven-Up Co. did not object to this application while it was pending in the Patent Office, but, within two weeks after the "Mor-Up" registration certificate was issued, Seven-Up filed a petition to cancel it, asserting that it should never have been granted in the first place. The same basic claim of likelihood of confusion between the two trademarks was made by Seven-Up in this case; but Seven-Up also charged that the use of "Mor-Up" was part of a raid on Seven-Up's good will by a number of its competitors, whose conduct tended to make the purchasing public think that the syllable "Up" simply identified a lemon-lime drink.

■ The "Mor-Up" bottler took the position that "Up" had acquired the descriptive connotation of identifying a lemon-lime drink long ago, so that neither the Seven-Up Co. nor any other beverage company could claim the exclusive right to use it. Here, the Patent Office went into a careful consideration of trade paper advertisements and other evidence from which it concluded that the *industry* does recognize the syllable "Up" as a designation for a lemon-lime drink.

The opinion concluded that this must have come about through a combination of two or more of the following: a "startling lack of ingenuity" in the selection of trademarks in the soft drink industry; a "calculated effort" in the industry "to destroy the effectiveness" of a successful brand, or a preference within the industry for "a free ride on the coattails of another rather than to rely upon one's own talents."

■ The Patent Office found, however, that the word "Up" does not have this descriptive meaning to the consuming public, and therefore that confusion between "Mor-Up" and "7-Up" was likely. The assistant commissioner of patents said it was hard to see why a trademark including the suffix "Up" should have been chosen for the same color and flavor of beverage as "7-Up" "unless there was a deliberate purpose to obtain some advantage from the consumer demand" created by the Seven-Up Co. The decision here was to order the "Mor-Up" registration canceled.

The next case involved an application to register "Jump-Up," again for a lemon-lime drink. This one was introduced in 1954. The arguments pro and con were almost identical with those advanced in the "Mor-Up" proceeding. The Patent Office once again discussed the fact that "Up" apparently had taken on a descriptive meaning within the industry, but stated: "There is nothing in the record, however, which remotely suggests that to the purchasing public, the word has any descriptive significance."

■ Here, too, the Patent Office noted that these are "inexpensive, casually and impulsively purchased products which often are poured from the bottle before serving—particularly in bars." The use of the "Up" suffix on the same type of beverage in the same color bottle "provides an opportunity for consumer confusion and mistake." The assistant commissioner accordingly denied the "Jump-Up" application.

Case No. 4 deals with the trademark "Way Up." Once again, the flavor was lemon-lime, but this time the assertion was made that the party applying for registration had been using "Up" as part of a trademark for carbonated beverages since long before The Seven-Up Co. got started. When it came to proving this claim, however, it turned out that what the applicant had in mind was some citrate of magnesia he had bottled during the flu epidemic of 1918 under a label reading, "Always Up B 4 U—Night Before—Morning After."

■ The Patent Office was unable to see what all this had to do with the use of "Way Up" as a trademark for a lemon-lime drink. The "Way Up" bottler also entangled himself in some legal technicalities that cast doubt on the validity of his own application. The decision once again was in favor of the Seven-Up Co. on the ground of likelihood of confusion.

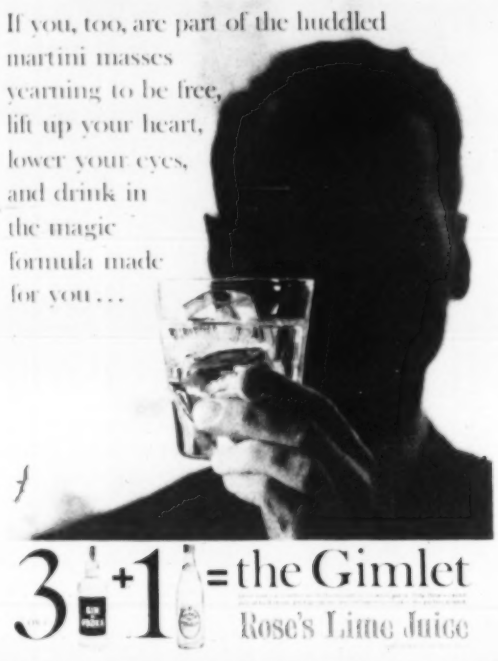
At this point in the day's list of cases, Seven-Up's winning streak ran out. The decisions that it lost are just as instructive as the others, however, because they demonstrate the limits beyond which a trademark will not be protected.

■ The fifth case was a triple-barreled attack on "Get Up" as a trademark for a lithiated lemon soda. The Get Up Corp. owned two Patent Office registrations, one of them issued back in 1935. When a third application for a slightly different version of the mark was filed, Seven-Up objected to it and also started proceedings to cancel the two earlier registrations.

"Get Up" had started in Ohio in 1934 or 1935, and although it never achieved very wide distribution, it also was sold in the Houston area beginning in 1940. The Seven-Up Co. and some of its authorized bottlers had known about the use of "Get Up" for many years; legally, Seven-Up was on notice ever since 1935

The Creative Man's Corner . . .

More than Talent



Really successful advertising, let's be honest, like really successful men, requires more than talent and brilliance. It requires *timing*.

Would Lincoln, for example, have done as well as he did if he had been President during McKinley's administration? Would Washington have gone gloriously down in history if he had held office during Harding's years? And if, as the Democrats used to claim, Hoover made the Depression, didn't the Depression make Roosevelt?

When booze first started flowing after the long drought, there was nothing quite so popular as a cocktail book. People made everything from a Jack Rose to a Bronx. Then, suddenly, they became tired—or blasé—and concentrated on old fashioneds, manhattans and martinis. Nobody printed cocktail books.

It is possible we have now come full circle. Vodka floated into popularity with a mixed drink called a Moscow Mule, followed by an equally revolting concoction called a Screw Driver. ("When I want orange juice, I'll *order* it.")

And now comes the Gimlet. From what we gather, the Gimlet is spreading in popularity. Tastes like a cool martini. This ad about the Gimlet is good. But if it succeeds, it will succeed, we believe, because the time is ripe for what it has to sell. Makes a great difference. Makes many a piece of good copy brilliant—not because it's brilliant as copy, but because of the results. And this is something you just can't plan. #

Who reads

CHICAGO's *new* AMERICAN?

"I do," says James Day

James E. Day, President of the Midwest Stock Exchange, also serves as a director of the Association of Commerce and Industry, the Economics Club, the Joint Appeal Board and as a Trustee of the Illinois Institute of Technology.

"One of the reasons I read Chicago's new American regularly is to get a quick and comprehensive grasp of the day's financial news. I like to read opinions about the stock market and individual securities columnists Hal Thompson and Sam Shulsky always provide interesting reading. My daily investment of 7c yields a good return."

James E Day

CHICAGO's AMERICAN

because of the "Get Up" registration issued by the Patent Office in that year. No protest of any kind was made until the commencement of these Patent Office proceedings over twenty years later.

As the Patent Office decision phrased it, the Seven-Up Co. "stood idly by for some 20 years without protest, while applicant (the Get Up Corp.) has expanded its operations and increased its investment in the business conducted under the mark." As the result of its own inaction, therefore, the decision went against Seven-Up. Even though "Get Up" in fact might be confusingly similar, the Seven-Up Co. had disqualified itself legally from attacking "Get Up" on that basis.

■ Case No. 6 was directed at an application to register "Up-Town" as a trademark for a lemon-lime beverage, introduced in 1950. The by now familiar arguments were made about the pre-eminent status of "7-Up" on the one hand, and the allegedly descriptive meaning of "Up" on the other.

The Patent Office went off in a somewhat different direction in this case. It pointed out that the syllable "Up" was used here "as a part of the ordinary English word 'uptown,' which has a kind of 'snobbish' connotation." Since "Up-Town" is a familiar word with its own meaning, it is not likely to be associated with "7-Up" by either consumers or dealers. The Seven-Up Co. accordingly lost this decision because it was unable to satisfy the Patent Office that "Up-Town" was likely to create confusion.

Finally, case No. 7 involved an application for the registration of "Bottoms Up," a trademark of the Quaker State Bottling Co. This trademark was used for a full line of twelve different flavors, including lemon and lime, bottled in clear glass.

■ The Patent Office approached this case in much the same way as it did the "Up-Town" decision. The word "Up" in "Bottoms Up" carries an entirely different suggestion from the "Up" in "7-Up," because the entire phrase "Bottoms Up" has a well-understood meaning in the language. The Patent Office obviously was impressed also with the fact that Quaker State applied its mark to a number of different flavors and, unlike some of the other bottlers in this series of cases, did not use green glass or otherwise attempt to imitate the appearance of the "7-Up" product. The "Bottoms Up" application therefore was approved.

■ The Seven-Up Co. has a big job on its hands because success so often breeds imitation. In addition, it evidently is campaigning to avoid having the word "Up" pass into the language as a synonym for lemon-lime flavor, for that would make it available to everyone in much the same way that "aspirin," "cellophane" and "escalator" lost trademark status and became ordinary English words because of constant usage as generic terms rather than as brand names.

If this story has a moral, it might be put this way: Constant vigilance is needed to protect a successful trademark. #

tials but Himself.

"He had nothing to do with this world except the naked power of His divine manhood. While still a young man, the tide of popular opinion turned against Him.

"His friends ran away. One of them denied Him. He was turned over to His enemies. He went through the mockery of a trial.

"He was nailed to a cross between two thieves. His executioners gambled for the only piece of property He had on earth while He was dying—and that was His coat. When He was dead He was taken down and laid in a borrowed grave through the pity of a friend.

"Nineteen wide centuries have come and gone and today He is the centerpiece of the human race and the leader of the column of progress. I am far within the mark when I say that all the armies that ever marched, and all the navies that ever were built, and all the parliaments that ever sat, and all the kings that ever reigned, put together have not affected the life of man upon this earth as powerfully as has that One Solitary Life . . ."

Prowling Through the Want Ads

Leon Ronnel sends along these two bits of want-addia which he spotted in—guess what—Advertising Age. Just shows you you ought to read this sheet from cover to cover; look what you miss if you don't.

> . . . Ability to write research reports in simple straightforward English that even account executives can understand . . .
>
> . . . be able to take the initiative in writing letters, organizing confusion, etc. . .

Or Maybe He's from Manufacturers Trust

Also in Advertising Age was this reproduction of a two-color newspaper page

The Chester House
FIVE Newly Decorated Air-Conditioned PRIVATE BANQUET ROOMS AVAILABLE
WE FURNISH EVERYTHING BUT THE BRIDE
WEDDING Special
ALL THIS FOR $7.50 per person "NO EXTRAS"
HERE'S WHAT YOU GET
1-Manhattan Cocktail
2-Fresh Fruit Cocktail
3-Soup
4-Half Roast Chicken & All trimmings
Garden Fresh Vegetables
Choice of Potatoes
Rolls and Butter
Ice Cream and Coffee
5-Wedding Cake (with ornament)
6-Beer on all tables
7-Bottle of Rye on every table of 10
8-Flowers on all tables
9-Continuous dancing
10-2 beautiful albums of pictures
11-Waiter service
12-Including waiters' tips
13-Emcee who will supervise Bridal Ceremony—make all announcements and cut wedding cake.
14-All taxes included
15-Last but not least: Spend the first night of your honeymoon at one of the most luxurious hotels in New York.
SPECIAL MARRY NOW PAY LATER
WE CAN NOW ARRANGE FINANCING FOR YOUR WEDDING RECEPTION OR OTHER SOCIAL FUNCTIONS AT LOW BANK TERMS
SPECIAL GET AQUAINTED OFFER!
COMPLETE CHICKEN DINNER and ALL THE TRIMMINGS ONLY $2.99
PHONE TA 8-7444
The Chester House
1380 METROPOLITAN AVE., BRONX
Across From Macy's in Parkchester
PARKING FACILITIES AVAILABLE

and "Special Get Acquainted Offer!" subheads in this ad by the Chester House diverting, and so do we.

$25 for Best Ad-ecdote

$25 will be paid to the writer of the best advertising anecdote mailed to the Peeled Eye by Dec. 31. All entries will remain the property of the Peeled Eye. If two or more people send in the same story, best phrasing will win.

Here's a nice entry from Mrs. Nancy Fitz-Gerald Kelley, 4315 Webster Ave., Bronx 70, N. Y.

"At the advertising agency where I work we were concluding a very long, intense afternoon meeting; the president was on his feet, pounding the table—and his point—home:

"'In this company we want creativity and originality! We want imagination! We don't want Yes-men.' Turning to the vice-president seated on his right he queried, 'Isn't that right, George?'

"Of course, the spontaneous answer was an emphatic, 'Yes, Sir!'"

Only 17 more days till this pulse-tingling, unrigged contest closes. Send your ad-ecdote in today, and earn fame, literary immortality, and 25 bucks. #

The Peeled Eye Department . . .

Christmas Gift from Peeled Eye—a Serious Ad

By Dick Neff

Column Breaks Down and Prints Some Great Copy

As a reward to our readers, who have been following this collection of trivia with seeming patience all this time, we give you a change of pace this fortnight—a piece of serious copy we consider one of the finest pieces of writing we have ever seen.

Dick Neff

We read it first on a car card last summer and wrote to Pinelawn Memorial Park, Suffolk County, N. Y., whose car card it was, asking about it.

Mr. Takaro of Kushins, Anderson & Takaro, 15 E. 48th St., New York, the advertising agency, answered our inquiry. He told us that a newspaper version that ran last year is being repeated again this Christmas season. Hundreds of people have written for reprints.

Here is a man who was born of Jewish parents in an obscure village, the child of a peasant woman. He grew up in another obscure village. He worked in a carpenter shop until He was thirty, and then for three years He was an itinerant preacher. He never wrote a book. He never held an office. He never owned a home. He never had a family. He never went to college. He never put His foot inside a big city. He never traveled two hundred miles from the place where He was born. He never did one of the things that usually accompany greatness. He had no credentials but Himself. He had nothing to do with this world except the naked power of His divine manhood. While still a young man, the tide of popular opinion turned against Him. His friends ran away. One of them denied Him. He was turned over to His enemies. He went through the mockery of a trial. He was nailed to a cross between two thieves. His executioners gambled for the only piece of property He had on earth while He was dying—and that was His coat. When He was dead He was taken down and laid in a borrowed grave through the pity of a friend. Nineteen wide centuries have come and gone and today He is the centerpiece of the human race and the leader of the column of progress. I am far within the mark when I say that all the armies that ever marched, and all the navies that ever were built, and all the parliaments that ever sat, and all the kings that ever reigned, put together have not affected the life of man upon this earth as powerfully as has that One Solitary Life

■ Although it is signed "Author Unknown," Mr. Takaro says it is believed to have been written by a man named Francis Bacon for the YMCA during World War I.

Mr. Bacon is, to his knowledge, unrelated to the famous Elizabethan.

We recommend that you write to Mr. Takaro for one of the free reprints, which are beautifully printed on hand-finished paper. And the next time political corruption or phony advertising or pulp-magazine television or gutter-level publishing or any of our other current problems bother you, we suggest you read this inspiring message over before asking yourself, "But what can one man do?"

"ONE SOLITARY LIFE

"Here is a man who was born of Jewish parents in an obscure village, the child of a peasant woman.

"He grew up in another obscure village. He worked in a carpenter shop until He was thirty, and then for three years He was an itinerant preacher. He never wrote a book.

"He never held an office. He never owned a home. He never had a family. He never went to college. He never put his foot inside a big city.

"He never traveled two hundred miles from the place where He was born. He never did one of the things that usually accompany greatness. He had no creden-

concerning which Carl Maury of the Art Foundation Press, New York, says:

"Bank of America may think this is just great. My first reaction was, 'They've come for the d----d tv set'."

Good Way to Get to Know a Fella

Dale Walrath finds the juxtaposition of the "Special—Marry Now—Pay Later"

Employe Communications . . .

Higher Price Tags for Communicators?

By Robert Newcomb and Marg Sammons

(Mr. and Mrs. Newcomb operate their own organization in employe relations.)

The authors of this department do not conduct an employment service for the communications personnel of industry, but from time to time we are called upon to uncover available talent for new openings. At the end of a period of searching that can run into several weeks, the huntsman comes to certain conclusions. That the scene in communications is changing rapidly is self evident, but the shape of the change is a little more difficult to describe. However, here are some of the more discernible signs:

1. The price tag on talent in the field is being marked up steadily. There are probably several reasons for it, but the principal reason is that competent communications men and women are few in number. Virtually all are in good jobs and most have no great inclination to leave unless the green is greener.

2. The price is higher because the job is bigger. Not too many years ago the communications man was strictly what's known as an industrial editor—he put out

NEW!

Western Union Public Facsimile Service...

WIREFAX

NOW! Your written, typed, or typeset documents and line drawings can be transmitted coast to coast with telegraphic speed and facsimile accuracy. Western Union Wirefax now serving the public between New York, Washington, Chicago, Los Angeles and San Francisco.

WHAT IS WIREFAX?

Wirefax, Western Union's public facsimile service, is a new form of public communications. When you send a document via Wirefax, the document is wrapped around a revolving drum; an electronic "eye" scans the copy and transmits it line for line, dot for dot to sensitized paper at the receiving city. The copy received is an exact facsimile of the original!

WHAT CAN I SEND VIA WIREFAX?

Practically anything written, typed, typeset, or drawn can be sent by Wirefax; this includes line drawings, sketches, story boards, invoices, news releases, layouts, foreign language copy. Wirefax flashes your material coast to coast in an amazing five minutes' time.

HOW DO I SEND WIREFAX?

Nothing could be easier:

1. Just make sure your drawing, printed document, written or typed message is contained on a sheet of paper no larger than 8½ by 11 inches. Keep all matter within an area 7½ inches wide by 9½ inches deep. Don't fold. Use white paper. Write the name and address of the recipient on the top.

2. Send your document to the nearest Western Union Wirefax Center: New York—60 Hudson Street, 40 Broad Street, or Grand Central Terminal. Chicago—427 South La Salle Street. Los Angeles—745 South Flower Street. San Francisco—740 Market Street. Washington, D. C.—708 14th Street, N.W.

Or, if you prefer, a Western Union Messenger will pick up your material at regular Messenger Errand Service rates.

3. Western Union Wirefax centers are open from 9:00 a.m. to 6:00 p.m. Monday through Friday. Your document is immediately transmitted to the distant city in a matter of minutes, then delivered, without further charge, to your addressee by Western Union messenger to any place within the city limits of the destination city.

Neither photographs (because of the variance in quality) nor material which cannot be legally reproduced such as drug prescriptions, naturalization certificates, or legal tender, etc., can be accepted.

WHAT DOES WIREFAX COST?

Rates are based on the length of copy and the distance transmitted. Width can be the maximum 7½ inches. The first four inches of depth are charged at a flat fee and additional inches at a correspondingly lower rate. Maximum depth is 9½ inches but multi-page documents can be broken down into sections and reassembled at the receiving point.

Example: a 7½" by 4" document between New York and San Francisco will cost $4.00. Each additional inch is 65 cents. The same document between New York and Chicago costs $2.40 plus 40 cents for each additional inch plus Federal tax.

Pack your page with words, figures, drawings, numbers! You can get 600 typewritten words on a single sheet of paper. Wirefax is a break-through in communications speed and economy.

IF IT'S WRITTEN, PRINTED OR DRAWN, SEND IT BY WIREFAX

Western Union Public Facsimile Service

a "house organ." Today he doesn't consider himself an industrial editor; he is a communicator because, in addition to editing or supervising an employe publication, he has his fingers into newsletters, bulletin boards, open houses, supervisory letters, etc.

3. The price is higher because the job is more significant. Within a fortnight, Messrs. Hoffa and Reuther announced respectively that their unions were (a) setting up a political unit on a national scale and (b) preparing a national campaign to organize the white collar worker. If you think this is sheer bravado, keep watching the headlines. The boys aren't fooling, and it is noteworthy that quite a few senior senators of management know darned well they aren't fooling. There won't be a better time than now to get alarmed about it; tomorrow may be a little too late.

4. The price is higher because the risks are greater. The seasoned communications man or woman recognizes that industrial communications is often measured by the state of business. If business is healthy, nothing is too good for the employe group. If business starts to slow up, communications slows up with it. People in the field know this; they have had the rug pulled from under them too often. Several have long since abandoned the field, preferring something else in management a little more stable. Industry has already lost probably 20% of its good people in communications to other departments, to other types of work.

■ The glamor program of communications has waned, or at least is waning. This was the program with the front office flavor—the posh publication that looks so good on the table in the executive waiting room. Today the question is: How good a job is this program, or this publication, doing out in the shop?

Industry is accustomed to paying for performance. In hiring a communications man—or woman—today, industry is inclined to expect a great deal of the merchandise. This is exceptional merchandise and industry must be willing to pay for it.

Tips for the Production Man . . .

Ideas Noted, Liked, and Passed On

By Kenneth B. Butler

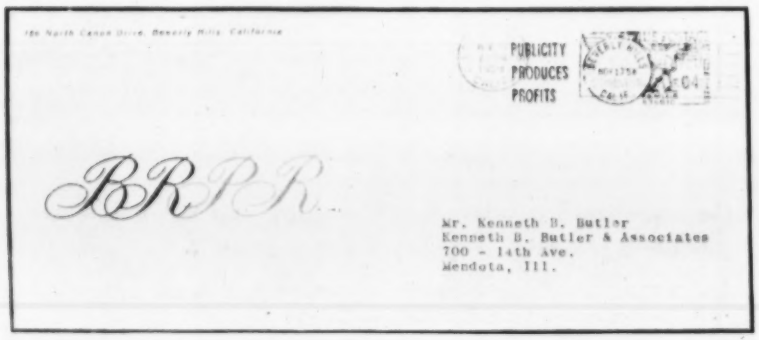
DISABLED AMERICAN VETERANS, in enclosing stamped return envelope with their fund-raising appeal, used the interesting and impelling idea of using four 1¢ stamps instead of a single 4¢ stamp.

The envelope, being No. 6 in size (much smaller than customary business envelopes) the stamps filled an impressive area of the upper envelope and thereby dramatized the idea that Disabled American Vets had laid a postage investment on the line.

* * *

THREE IDEAS combined to build real expectancy in a letter which arrived amidst my mail, recently, from Bean Rose & Associates (public relations) of Beverly Hills, Cal.

The first of the triad of attention-getters was the paper stock: A rich, mottled parchment, stiff in feeling. The parchment color was gray-beige.



APPEAL OF ELEGANCE—*The script initial handling of the firm's return card combined with elegant paper (mottled parchment) to insure a high advance interest in the advertising message carried in this envelope.*

■ Second: the return corner card was limited to a single line of small type, giving the firm's address only.

Third: Midway down, and occupying the left half of the envelope, was the firm's initials and specialty (PR) printed in a flowing, generous size script type—BRPR. The firm's initials were printed in dark brown ink and the PR was in rose brown.

The whole combination was elegant in tone and made me want to read the letter inside, which was carried out in a comparable manner.

* * *

THE USE OF COLOR is no longer news, but some of the off-beat ways in which color is being used continually surprises me. The Martin Cantine Co., Saugerties, N. Y., in a recent business paper advertisement for the firm's Ashokan printing paper, did something very unique.

An illustration showed two sweet little children, in gleeful surprise, contemplating a birthday cake. The illustration was cropped wide and narrow . . . then repeated two more times to provide an over-all illustration undeniably dominant in size.

■ The lower panel picture was printed in black ink only. The center panel was printed in red and blue to give an over-all purple cast. The top picture was printed in yellow and blue to give an over-all green and yellow effect. Other elements of the firm's ad used various of the process colors. With lower engraving expense than four-color process, the total effect was, in my judgment, quite compelling.

* * *

LIKE PICCARD'S BALLOON or a bon bon at Christmas, was the announcement mailing of the awards dinner by the Art Directors Club of Chicago. This was a self-mailer, six sided, about 12 inches at the widest dimension when folded. A series of folded flaps enclosed the mailing piece on the back side, pin-wheel style, since alternating flaps were red, contrasting with white flaps.

When opened up (the inside used blue instead of red as the second color) six of the pin-wheel fingers pointed outward, each carrying an illustration.

■ I would be the last to try to convince you this was a simple item to produce. It looks complicated and is complicated. Yet an analysis shows that the piece consisted of two-color printing on about 120-lb. offset stock, there was a die-cutting run and a colorless scoring operation. The folding, doubtless, was done by hand and in so doing the pin wheels were folded into place, held by one key locking-flap. Whether the scoring operation could be combined with the die-cutting run I am unable to say, but my belief would be to the contrary.

It must be borne in mind that being a self-mailer all costs of an envelope or stuffing same were eliminated, thus to some extent offsetting the complicated features of production. #

Learning from the Retail Ads . . .

The 'Shamefully Inadequate' Ad

By Clyde Bedell

(Mr. Bedell is a consultant in retail advertising and advertising training.)

I have eaten some of the world's finest pizza. (But not in Italy. I doubt if they know good pizza there.) On Front St. in Hartford—for instance! There I have also enjoyed the only real spumoni I have ever eaten. Then there was the pizza place that lived for a short while in my town of Park Ridge, Ill., before I came to California.

The voluble temperamental Italian who ran the place made pizza with an almost paper-thin shell, and the most delicious thick rich combinations of cheese, tomatoes, anchovies, olives, mushrooms, sausage, ever mingled in the sheer poetry of food. Although he had a sign on the window reading "pizza and hamburgers," he had an instant and frenetic dislike of anyone who ordered a hamburger. But he didn't last long in business, to my regret. He was too like the servant girl who told a neighbor woman that her employers were the "fightin'est people" she had ever seen. She said, "When it isn't him and me, it's her and me."

■ In California I have tried pizza in a good many places. Usually it is made of a thick shell of sponge and saddle leather, painted over with a yellow, rubbery paint of mixed cheese and tomato sauce. A few minute bits of sausage may be sprinkled over the top for "good measure." It is tough, unpalatable, unbeautiful and unpardonable.

But pizza at Me-N-Ed's is different. I don't know who "Me" is. I don't know who "Ed" is. But I know that in their peculiar pizza palaces, dedicated to the serving of excellent pizza, the atmosphere—quite strangely—is old English, and the signs read—"Ye Olde" this and "Ye Olde" that. This anachronistic forced marriage between Elizabethan phrases and pizza ovens is not echoed, thank heaven, in the harmonious marriages of the pizza fillings and Me-N-Ed's thin, mechanically-rolled thin shells.

They have reduced pizza making to a science which can, I assume, be taught their employes quickly. Nevertheless, their pizza is delicious. I have not found better in numerous tries in the area.

A steaming juicy delicious pizza with hot coffee or cold beer is a delight—an invention to soothe the pangs of hunger, or under less duress to augment in comforting cheer, a well developed paunch or pot. It's a quick, inexpensive, informal, revivifying meal or late supper. It's a fragrant, beautiful taste treat—a man's delight and a woman's welcome change from home cooking and perhaps more prosaic fare.

So Me-N-Ed's want to advertise and tell people of their pizza, and they go in the newspaper with an ad like the one shown here. Did I say "ad?" This is not advertising. It is sheer humbug, concealment, excelsior passing as hay—and shameful waste as well as defrauding the public, and depriving it of news it should welcome.

I wonder if advertising people must truly pay for their sins. I wonder if newspapers that do not help users of their space understand the power of the miracle of daily circulation, will have to pay for their sins. God help them both—advertising people and newspapers that absorb wasted advertising dollars like a sponge! #

On the Merchandising Front . . .

Is the Family-of-Products Image Making a Comeback?

By E. B. Weiss

Years ago, when family-of-product advertising (as differentiated from the item or line advertising that superseded it) was highly popular with large manufacturers, the term "image" was largely unknown. It was customary to refer to this concept as spreading the latent good will of the "family" over all of its members. I think "identity" was employed occasionally, but not "image"; maybe because motivational research had not yet begun to motivate advertising's terminology. (Those were happy days!)

E. B. Weiss

But now that a few signs have appeared suggesting that family-of-product advertising may be staging a comeback, I presume I must remark that the objective will be to create an "image" for the total family that will beneficially rub off on each present member and, of course, on each new addition to the family.

■ I suspect, however, that it will be somewhat more difficult in the current era of sometimes fantastically-diversified lines for at least some large manufacturers to create an image capable of effectively spanning totally unrelated products. For example, when a mining company takes over a maker of men's underwear, and when a former manufacturer of railroad locomotives takes over a food super chain, a family image

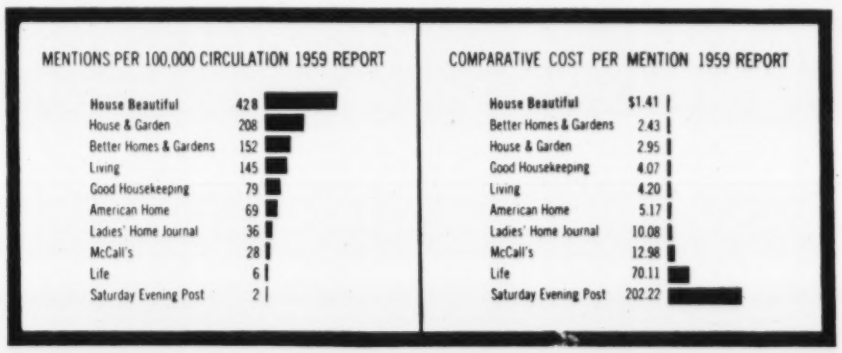
1ST IN CONSUMER BUYING INFLUENCE

Today, advertisers want proof . . . proof of a magazine's ability to create store traffic, to generate actual sales, to deliver more sell for their advertising dollar.

So HOUSE BEAUTIFUL went directly to the point-of-sale to get proof. In a recent study customers were personally interviewed in 10 different department stores throughout the U. S. They were approached while leaving a specific department or after they had made a purchase.

3,000 customers in 10 department and furniture stores across the country were asked:

"From What Magazines Do You Get The Most Helpful Ideas In General on Home Furnishings?"



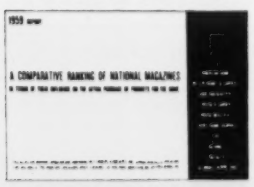
Result? HOUSE BEAUTIFUL proved the most economical and the most influential . . . costing less, copy-for-copy, to reach and influence these active buying customers than any other magazine.

And no wonder. For over 4 million men and women, more than 775,000 Pace Setting families, HOUSE BEAUTIFUL is the voice of authority – read with confidence and with interest, by an interested audience. With an average income of $15,715, this is the best market of logical prospects for your advertised products. That's why HOUSE BEAUTIFUL, the No. 1 sales medium in the home field, makes your advertising work harder–as a **sales** tool.

Only House Beautiful Delivers Leadership Where it Counts... in Actual Sales!

Because it's . . . 1st in Advertising 1st in High-Income Readers 1st in Buying Power 1st in Trade Circulation 1st in Consumer Buying Influence

Write To House Beautiful
For A Copy Of This Study.



This, The Second Study
in Two Years,
Confirms House Beautiful's
Unequalled Power
To Move Goods.

Sells Both Sides Of The Counter

House Beautiful

A HEARST KEY MAGAZINE 572 MADISON AVENUE, NEW YORK 22, N. Y.

might be difficult to come by. (Indeed, when a food processor moves over into paper products, and health and beauty aids, this problem of painting a portrait of a family image is only slightly less difficult to put on canvas.)

But it is interesting to note that, fairly recently, Scott Paper has begun a special program designed to pre-sell all of its paper products—present and future—under the theme: "The better the paper, the surer it's Scott." Johnson & Johnson goes about it in a different way by featuring a grouping of as many as five different first-aid items in a single advertisement. Several of the cosmetic houses appear currently to be using their tv commercials to feature the family plus individual items. So are several of the tv advertisers of health aids. Chrysler is running a particularly strong campaign for its full line of 1960 cars.

▪ I derive a degree of personal satisfaction from this evidence of a return (if only in a small way) to family-of-product advertising. I was never able to subscribe to the theory that "people buy items—not a line." This did not imply that I favored family-of-product advertising to the *exclusion*, or even lessening of, item or line advertising, but it certainly did mean that I could see no merit in total failure to promote the family in such a way that the family-of-products helped each item and particulary each new item.

For example, I simply could not comprehend why the remarkable good will latent in the General Foods name was not put to work to strengthen the market position of every food brand in that giant corporation's food line. Today I note that General Foods has adopted a kitchen symbol that will extend the power of the family to each individual item.

It seems to me that there is today a new reason for a special budget for family-of-products advertising. I refer to the fact that the giant chains have a strong "family image," if you insist, in their chain name. In many instances, the chain name is also the name (in whole or in part) of its store-controlled brands. Thus, each new item the chains bring out under their own brand gets off to a flying start because of its "family image" background. Moreover the chains are checking into "institutional" programs. Since the store-controlled brand promises to give the manufacturer's brand powerful competition it would appear as though the latter could very well use some support from its family background.

▪ I think that Heinz has been wise to concentrate on its family name identity rather than on individual brand names for each item in its line. I think that General Electric has been equally wise to use the GE name on so many of its items. And I believe we will see more, and still more manufacturers who will:

1. Run special advertising programs to sell the family of products—as different from item advertising. These should be *supplementary* programs; I am not suggesting weakening item advertising in order to promote the family.

2. Adopt family identification symbols that will tie the family together.

3. Run special promotions that will be enormously spectacular and which will be economically feasible because they will push the family rather than a single item.

▪ It has always puzzled me that the self-same manufacturers who would design their packages so as to achieve a family identity would resolutely push away the suggestion that they advertise the family as part of their national program. In the one instance, they agreed that one family item helped all others in the family when the package designs were related. But then, when it came to advertising and promotion, they would insist, "The shopper buys items—not a family identity."

Some shoppers buy items. *Some* shoppers buy the family identity. And there are *zillions* of purchases made every day of the week for reasons that range in infinite variation between those two extremes.

I think it is high time for more—many more—manufacturers to pre-sell the *family*, as well as to pre-sell the item. And I believe we will see a multiplication of these family-of-product "image" programs.

I hope, though, that family image will not take on an appearance that could only result from a none-too-subtle mixture of surrealism, impressionism, cubism and Freud. I still remember the Edsel and its precisely painted "image." #

Looking at Radio and Television . . .

Christmas Cheer, 1959 Vintage

By the Eye and Ear Man

It has been the annual custom for this department to rail against the practice of vendors giving lavish or useless Christmas presents to their customers. Who was kidding whom? These gifts had the sentiment of the Bank of England. They were out and out bribes for the good will and continued patronage of buyers. And they got out of line.

In the happy holiday season of 1959, a sharp drop off in the gifts is expected. Over the year when the sentimental givers, flushed with the Christmas spirit, could single out a sucker, who was the key man in the buying of a lot of merchandise, the presents ranged from cases of hootch to Cadillacs. Later, when the group buying system became a way of life, the gifts dwindled to single bottles of booze, a calendar, a wallet, a box of smelly cigars, oranges or lesser gifts which could not possibly incriminate the relationship of buyer and seller. Rather, the latter day gifts represented a problem only in how to get rid of the junk.

Because of the investigations of payola, this year will see even skimpier loot. Some companies have ordered either no gifts to buyers or $5 maximum gifts.

▪ Naturally, there will always be the big-hearted, jolly salesman who invites the boys who buy to a "little Christmas lunch" replete with enough liquor to blot out the rest of the day and pretty girls. He might even drop money out of his pockets and hope that somebody "deserving" picks it up.

There will be some sensible donations to charities in the name of a customer or company, but these gifts have never corrupted, although they undoubtedly disappointed some greedy ones. Mostly, the Christmas greeting will take the form of a nice note or a friendly greeting.

▪ There are a few more things advertisers would like for Christmas. In a year of harassment, many wishes have gone out to the North Pole. These are but a few of them:

1. The television industry asks that printed media and public investigators with a squint eye on the headlines lay off them while they lick their wounds and mend their fences.

2. The advertisers would like the same watchdogs to prune out the nogoodnicks, who contaminate the commercials, but not to swing a wild axe and be silly about realism.

3. The advertising agencies would like Santa to tell them how to bolster up their sagging net profits without having to raise the already disputed 15%.

4. The little guys being investigated would like the snoopers to turn their spotlight on a certain large talent agency that allegedly has the all-time record in corruption and payola.

5. The agency producers would like to get their hands on more program control.

6. The package producers would like networks and agencies to keep out of creative production and let them present a program without interruption except at beginning and end, and without stars acting like salesmen.

7. The networks probably would like the magazine concept to be established. Do they want complete responsibility for programming?

8. Most people would like to see more balanced programming on networks, but no one can agree who is going to pay for smaller audiences.

9. Everybody would like more money and larger bonuses.

10. Congressmen wish for more tv scandals and larger headlines for their roughest competitor.

11. Newspapers want more scandal for larger headlines.

12. Advertisers would like higher ratings and more shows in the top ten.

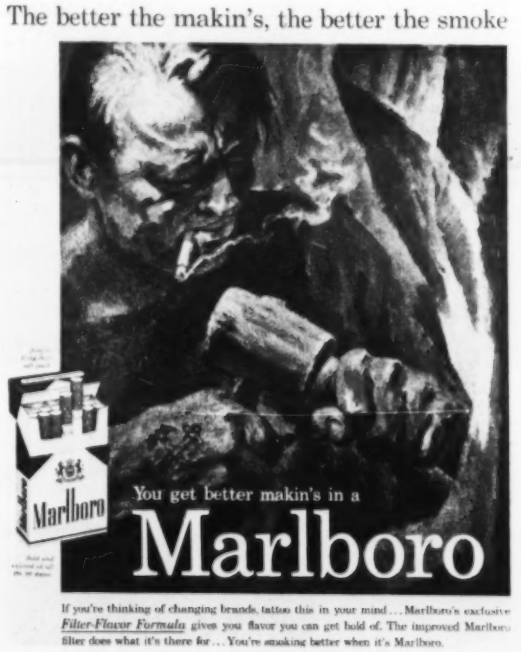
13. Broadcasters would like scientists to figure out how to get more hours in prime time.

14. Everybody wants business to get better and stay that way. And so it goes.

▪ Yes, Virginia, there is a Santa Claus. But, if your father hired the FBI to watch the mail room of every advertising agency, every network, the home of every disk jockey, the client's mail drop, or spied on the parking lots to try and catch an executive in a key position smuggling some gift out of the office, they could not find Santa Claus this year.

In 1959 Santa Claus will be a dim memory to many men, a wistful, tear-studded dream of happier days when it was never necessary to buy a single bottle of liquor for a whole year. But, Santa Claus exists, Virginia. Yes, indeed. He is skulking around the corner in spirit. Waiting for the heat to die down so he can once again leer, stroke his beard, and say, "Pssst, Buddy—got something reeeeaal nice for yuh here." #

Salesense in Advertising . . .


The better the makin's, the better the smoke
Marlboro
You get better makin's in a
Marlboro
If you're thinking of changing brands, tattoo this in your mind . . . Marlboro's exclusive Filter-Flavor Formula gives you flavor you can get hold of. The improved Marlboro filter does what it's there for . . . You're smoking better when it's Marlboro.

The Man We Want to Be

By James D. Woolf
Creative Consultant

"The drama of life," wrote psychologist Martin, "centers around the fictions which we invent about ourselves."

"Catch yourself in some moment of revery," he suggests, "and note what you are thinking about. It is quite likely you will discover you are thinking about yourself. You are imagining yourself in some heroic role, or playing with the idea of yourself as an important and successful person, or in fancy enjoying yourself in some other way."

James D. Woolf

Dr. Samuel Crothers was no doubt touching on the same thing when he said that every man is really two men: *the man he is and the man he wants to be.*

▪ It is this "man we want to be"—to the fictions we create about ourselves—that advertising can be made to appeal with special force.

In the Sept. 12 issue of *The Saturday Evening Post* I find the Marlboro color page shown here. I should think it would make Dr. Crothers turn over in his grave. Who among *Post* readers would like to be the frightening looking man shown in this picture? The man is positively ugly, if not repugnant. Why should the reader assume that this fearsome character knows anything about the finer qualities of a cigaret? What is there about him that suggests he has educated taste buds? Why should the reader want to identify himself with him by smoking Marlboros?

▪ One other question: In what way will this advertisement flatter the ego of the present smokers of Marlboros? How will it uphold the fictions we create about ourselves? As users of certain products don't we like to feel that we are members of a select group? That we belong? All this ad says to me is that I'm a very tough guy if I smoke Marlboros.

I am puzzled. Maybe this is a good ad, but I don't get it. I'm willing to be enlightened. #

AVERAGE AUDIENCE RATINGS		AVERAGE SHARE OF AUDIENCE 1959*	1958	% CHANGE
ABC-TV	18.9	30.1	26.0	+16
NET Y	19.7	31.5	32.4	−3
NET Z	17.9	28.7	32.1	−11

*Source: Nielsen 24 Market TV Report for all commercial programs 7:30-10:30 P.M. the week ending November 22, 1959, versus the identical time periods for comparable week in 1958.

FOR THE RECORD: this makes the fourth successive week since the time change in which ABC is the only network to show a gain in share of audience. And the second week in a row in which ABC was first in three out of the seven nights, with the other two networks splitting the remaining four nights of the week.

FOR THE DECISION-MAKERS: with every passing report, ABC's position as the most efficient and effective buy in network television today becomes more clearly established. **ABC TELEVISION**

Tinklepough Rumrill Johnson Hayes Hobart Mansfield

ARF MEETING—*The annual business meeting of the Advertising Research Foundation saw the following ARF officials in attendance: Otto Tinklepaugh, vp, J. M. Mathes Inc.; Charles L. Rumrill, president, Rumrill Co.; Arno H. Johnson, vp and senior economist, J. Walter Thompson Co.; Arthur H. Hayes, president, CBS Radio; Donald M. Hobart, senior vp and director of research, Curtis Publishing Co.; and Frank W. Mansfield, director of marketing research, Sylvania Electric Products Inc.*

Garcia Leaves Ballantine Again, for Goebel Again

DETROIT, Dec. 8—Elias A. (Tony) Garcia, who went to work for P. Ballantine & Sons in 1935, switched to Goebel Brewing Co. in 1946 and switched back to Ballantine in 1957, is back to work for Goebel again.

He's been named general sales manager and director of advertising by Robert A. Haass, board chairman and currently acting chief executive officer of the brewery. Leroy J. Wallace, the former president, resigned two weeks ago, along with Ned W. Calkins, who had been vp in charge of sales.

■ The office of president is still vacant, but Robert Schiffer, a vp who had been sales manager before Mr. Calkins, has been named exec vp and general manager.

Mr. Garcia, after spending 11 years with Ballantine & Sons, first joined Goebel in 1946 as regional sales manager in Mississippi and Louisiana and later moved up to assistant general sales manager in Detroit. In 1957 he returned to Ballantine as assistant general sales manager of the southern area. #

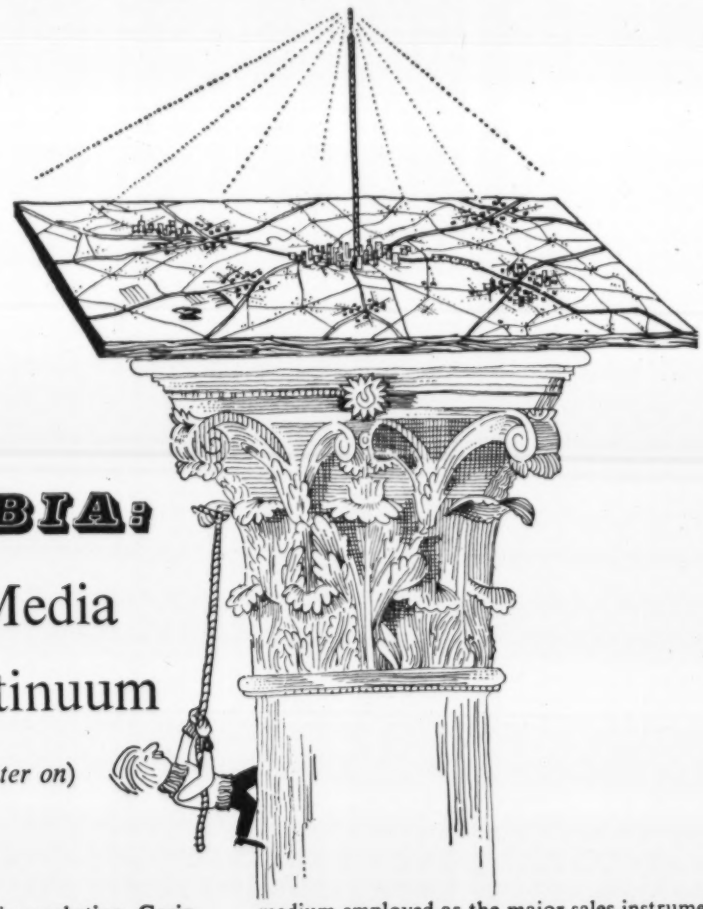
New Book Traces Growth of American Petroleum Industry

"The American Petroleum Industry—the Age of Illumination," a new book by Harold F. Williamson and Arnold R. Daum, has been published by Northwestern University Press, Evanston, Ill. The book traces the growth of the American petroleum industry from 1859, when Edwin L. Drake drilled the first commercially successful oil well in the U. S., until the end of the nineteenth century, when the age of kerosene illumination ended and the gasoline age began.

Mr. Williamson is a member of the department of economics at Northwestern University and author of several works in the fields of economic and business history. Mr. Daum, who has been with Standard Oil Co. (Indiana) and with the American Petroleum Institute, is a research associate, department of economics at Northwestern. Price of the 864-page book is $7.50.

Gamut Adds Two Accounts

Federal Mfg. & Engineering Corp., Garden City, N. Y., has appointed Gamut Inc., Garden City, to handle advertising and marketing research for its new division, Cameraflex Corp., manufacturer of electronic photographic equipment. Gamut also has been named to handle advertising for New Rochelle Savings & Loan Assn., New Rochelle, N. Y.



TELE-URBIA:

The Market-Media Continuum

(This gets deep later on)

THERE'S a new reality in marketing. Corinthian's name for it is Tele-Urbia. The Einstein-like phrase above describes it beautifully. Now all we have to do is define the description. Hold onto your hats.

America's flowing, exploding population is changing conventional marketing ideas. Data for traditional "metro markets" fail to reflect the change. New residential, industrial and transportation patterns alter marketing and media patterns. Industry disperses. City department stores and supermarket chains become retail networks serving scattered focal points for shoppers. In customs, spending power, and consumption, farm families look like suburban families. New transportation networks tie clusters of miniature metropoli together around larger metropolitan centers.

What medium ties the clusters together? Television. In communication between seller and consumer the clusters—and areas between—are made cohesive by the television signal.

That's the new dimension of marketing. The medium employed as the major sales instrument delineates the market covered, transcends city, county and state boundaries, forms a market-media continuum. Corinthian's name—Tele-Urbia—suggests the urban origin of a television signal whose contour determines the size of a market. The name is new. The concept isn't.

Anheuser-Busch recognized the concept in marketing Busch Bavarian beer. They discarded conventional metro market definitions, marked out "media coverage areas," built a distribution pattern based on television signals, fashioned sales territories, wholesalers' coverage areas, and retail effort after television's superior market coverage, achieved signal success in a remarkably short period.

The Busch Bavarian experience points the way to a profound change in marketing theory and practice. Key to the change is television.

In purely physical terms—ignoring positive values of impact, sight, sound and motion—television alone meets modern marketing requirements.

Responsibility in Broadcasting

THE CORINTHIAN

Int'l Chamber Lays Plans for Improving World Ad Standards

NEW YORK, Dec. 8—A greatly expanded advertising committee of the U. S. Council of the International Chamber of Commerce met here last week to lay plans for an international drive to improve advertising standards and procedures.

Jere Patterson, international marketing consultant, who is chairman of the committee, outlined the following program:

• **1.** Public relations for the advertising industry. Advertising industries outside the U. S. will be urged to duplicate the Advertising Council operation, where advertisers, agencies and media join to support issues of public benefit.

• **2.** Continuation of the ICC work on measurement of the audiences of different media.

Fergusson Patterson Wilkerson

INTERNATIONAL PLANNERS—*Plotting a better world for advertising under a picture of George Washington are Jere Patterson, head of the consultant company bearing his name; William B. B. Fergusson, director of international advertising for Colgate-Palmolive Co., and James Wilkerson, senior vp of Young & Rubicam—members of the enlarged advertising committee of the U. S. council of the International Chamber of Commerce.*

• **3.** Standardization of advertising practices in the European Common Market.

• **4.** Definition of the advertiser-agency relationships in different countries, with attention paid to the "full service" agencies are expected to provide clients.

• **5.** Preliminary work on the preparation of the 1961-1963 revised edition of the ICC's eight-language dictionary of advertising terms.

■ These program plans will be presented to the ICC's international advertising commission, composed of representatives of 40 nations. The commission, operating on an international level, seeks to promote the efficiency of advertising by raising standards within different countries and trying to establish standardized procedures.

Last week's meeting was significant in that it marked such a great expansion in the membership of the U. S. advertising committee. The new members of the committee are:

Peter W. Allport, Assn. of National Advertisers; Robert F. Carney, Foote, Cone & Belding; Peter Cash, Television Bureau of Advertising; J. S. Chollar, Remington Rand International; Dr. Arnold Corbin, New York University business school; John Fayeweather, Columbia University business school; Harold E. Fellows, National Assn. of Broadcasters; William B. B. Fergusson, Colgate-Palmolive Co.

■ And Lyle W. Funk, Batten, Barton, Durstine & Osborn; Karl L. Ghaster, Outdoor Advertising Assn. of America; Fitzhugh Granger, International Harvester Co.; Charles Hollister, IBM World Trade Corp.; Andrew Karnig, Bristol-Myers International; Lawrence C. B. Laurie, *Newsweek;* John J. Louis Jr., S. C. Johnson & Son; D. E. McKellar, Ford International; Albert W. Moss, Standard Rate & Data Service; Alan Openshaw, California Texas Oil Corp.; Victor H. Pelz, Traffic Audit Bureau.

And Manuel Perez, Miles Laboratories; C. V. Pickering, Union Carbide Corp.; Charles Pooler, Benton & Bowles; J. W. Rintelen, Coca-Cola Export Corp.; Robert S. Smith, *Life International;* John Spiers, Standard Brands; Eugene E. Weyeneth, McGraw-Hill International; James Wilkerson, Young & Rubicam; and A. T. Zodda, Olin Mathieson Chemical Corp.

■ The old members of the committee are: Jere Patterson; Jay M. Connolly, IBM World Trade Corp.; Robert Dennison, J. Walter Thompson Co.; C. R. Devine, *Reader's Digest;* Kenneth L. Godfrey, American Assn. of Advertising Agencies; Robert M. Gray, Standard Oil Co. (N.J.); A. W. Lehman, Advertising Research Foundation; James Proud, Advertising Federation of America; Donald G. C. Thomas, Lever Bros. Co.; C. Vincent Tutching, McCann-Erickson; Allan M. Wilson, Advertising Council, and Elmo C. Wilson, International Research Associates. #

Magnaflo Names Leech

Magnaflo Co., Youngstown, O., maker of Lifetime Charge, a chemical compound which the company says restores life to batteries, has appointed Leech Advertising Co., Cleveland, its agency.

"Say It With Pictures"
BY
MICHAEL BARBERO
Photographer For
"MISS SUBWAYS"
48 West 48th Street
CI 6-4775 CI 6-4786

The 25,000 progressive motel readers of TCJ put their prosperity back into motel expansion. Every month they build an average of 11,000 new bedrooms; spend over 10 million monthly to furnish them. Fantastic? Yes, but true . . . proved by authoritative research. This is the big "pay off" motel market for more than 300 TCJ advertisers. It can be for you, too.

THIS BEDTIME-STORY

about TCJ Motel Readers is

ALL FACT—NO FICTION!

For the motel market story get "8 Billion Dollars Ain't Hay." Ask your TCJ representative for information or write William G. Browning, Advertising Director.

TOURIST COURT Journal
TEMPLE, TEXAS

publishing more ad lineage than any other motel magazine

One of the south's TOP MARKETS

Jackson, Mississippi has consistently held a leading spot among Southern cities in Sales Management's list of "Best Markets". (It ranks high nationwide, too.) Check your own economic indicators and you'll find Jackson high on every list . . . So . . . if you want business where business is being done—place your sales message in Mississippi's two top newspapers. Reach the most homes at the lowest milline rate.

THE CLARION ★ LEDGER AND JACKSON DAILY ★ NEWS

Jackson, Mississippi

Mississippi's First Newspapers • Represented by the Katz Agency, Inc.

Co-Owners WJTV (TV) WSLI (Radio)

KOTV
TULSA *(Petry)*

KHOU-TV
HOUSTON *(CBS-TV Spot Sales)*

KXTV
SACRAMENTO *(H-R)*

WANE-TV
FORT WAYNE *(Petry)*

WISH-TV
INDIANAPOLIS *(Bolling)*

WANE-AM
FORT WAYNE *(Petry)*

WISH-AM
INDIANAPOLIS *(Petry)*

STATIONS

TABLOIDS
Dealer Imprinting
Our Specialty
Any Amount — As Required
ALSO—MAGAZINES, CATALOGS, FOLDERS
SERSEN'S IMPRINTING
120 So. Sangamon Street
Phone: CH 3-2050 Chicago 7, Ill.

Campbell Introduces Three New Swanson 'TV' Dinners

Ads in local newspapers, followed by color ads in *Parade*, *This Week Magazine*, First Three Markets Group and independent Sunday supplements, will introduce three new frozen Swanson TV brand dinners by Campbell Soup Co., Camden, N. J.

Ten-cent coupons, which can be applied toward the purchase of any Swanson TV brand dinner, will be included in the packages for all three new dinners—swiss steak, creamed chicken and macaroni and cheese. Tatham-Laird, Chicago, is the agency.

ADVERTISEMENT

Glenda the beautiful secretary

"I have to spend money on clothes. When the boss' clients come to the office, I'm his public relations."

Most secretaries budget a large share of their time and income to looking well-groomed and well-dressed on and off the job. To sell them dresses, sportswear, accessories, cosmetics, other women's products, advertise to 145,000 secretarial career women in the well-read "Good Looks" section of . . .

TODAY'S SECRETARY *magazine*
330 West 42nd Street, New York 36 • LO 4-3000

Along the Media Path

To aid its readers in applying for jobs that are advertised in the magazine, **Electronic Design** has instituted a "Career Inquiry Service" for engineers. A standardized blank resume form, containing space for name, address, position desired, college and special training, employment history, security clearances, and other basic data, is bound into each copy.

• To help industrial media buyers quickly evaluate programs in **Modern Materials Handling**, the magazine has devised an Ad-Valuator which can determine costs and reader impressions for any combination of programs.

• Conceived, designed, built and furnished to the specifications of the editors of **House Beautiful**, the 1960 Pace Setter House will be presented in the magazine's February issue.

• Winners of **Redbook's** first Shopping Center Achievement Awards contest will be announced at a luncheon meeting of the Sales Executives Club, New York, on March 1. Entries will be judged on three classifications, best promotion program using existing and traditional themes, the creation and best execution of an original promotion, and the best community service activity.

• The February issue of **Diplomat** will be devoted to a salute to Israel. *Diplomat* describes itself as a magazine "of gracious living, slanted toward top officialdom and worldwide higher income groups."

• **Schenley Industries** is running six consecutive advertising pages featuring its five brands in the December issue of *Gentlemen's Quarterly*.

• In an expanded program for its annual awards for outstanding wiring promotion activities, **Look** has opened competition to local electrical and wiring bureaus throughout the country. Previously the *Look* awards have been given only in categories covering utility companies, electrical contractors and electrical distributors.

• **KPHO** radio and tv, Phoenix, will jnvest $475,000 in the next four months toward improvement of the station's facilities, including the construction and installation of a new television transmitter and a new fm radio station.

• The November issue of **Boys' Life** was the first issue of the magazine to be printed on the Good Turn press, built especially for the magazine by the Goss Co. The press has the capacity to print 15,000,000 pages of *Boys' Life* in eight hours with the paper moving through the press at a rate of more than a mile every two minutes. The February issue of *Boys' Life* will commemorate the fiftieth anniversary of the Boys Scouts of America. Included in the issue will be photographs showing the progress of scouting through the years.

• Major advantages of eight-second spot television announcements are reported in a new **Television Bureau of Advertising** booklet, "Ideomotion." The report shows the varied uses of the tv ID and the biggest ID users and compares IDs with print ads and outdoor advertising. Additional information is available from the Television Bureau of Advertising, 444 Madison Ave., New York 22.

• **Staats-Zeitung und Herold**, New York daily German language newspaper, celebrated its 125th anniversary with a 176-page anniversary issue.

• **All-Pets** celebrated its 25th anniversary with a special 120-page anniversary issue.

• **Department of New Laurels:**

An increase of 121.74 pages of advertising for the year of 1959 over the previous year is reported by **HiFi Review.**

Scientific American shows a 44.5% increase in advertising pages in 1959 over the previous year.

A 5.6% increase in advertising linage for 1959 over 1958 has been reported by **Boys' Life.**

Fortune shows a 12.4% increase in gross advertising revenue for this year over 1958.

House Beautiful shows a 13.5% increase in gross advertising revenue for the year of 1959 over 1958.

Phillips Leaves Fisher, Re-Opens Chicago Agency

Arthur D. Phillips has resigned as account executive of M. M. Fisher Associates, Chicago, and has reactivated his own agency, A. D. Phillips Advertising, 75 E. Wacker Dr., Chicago. Mr. Phillips closed his agency to join Fisher in July, 1958.

Accounts which he had with his own agency and subsequently with Fisher, are now being serviced by his own agency again, Mr. Phillips said. These include Dark Eyes Co., Petra Mfg. Co., Heyman Distributing Co., Kahn Bros. Co., Science Products Co., Aristo Mfg. Co., Aluminum Fabricators and Spaulding Industries, all of Chicago.

May Is Radio Month

National Assn. of Broadcasters and Radio Advertising Bureau will co-sponsor National Radio Month next May. The two organizations will supply stations with promotion kits, jingles and spots calling attention to radio during the month. Special contests and other events are also planned. The promotion is designed to remind listeners of radio's role in communications, entertainment and advertising.

Mathis Names Scott

John H. Mathis Inc., Park Ridge, Ill., has named R. Jack Scott Inc., Chicago, to handle advertising for All In One reducing capsules. The new company is headed by John Mathis, formerly vp and brands manager of Lanolin Plus. His company acquired All In One from State Pharmacal Co., Chicago, a division of Lanolin Plus. The company will use tv, radio and newspapers in its initial advertising campaign.

Liquiflame Names Agency

Liquiflame Oils Ltd., Toronto, has moved its advertising from Ronalds Advertising to Goodis, Goldberg, Dair. The current annual budget is said to be approximately $60,000.

Angerman Joins Columbia

Virgil D. Angerman, formerly publisher of *Science & Mechanics*, has joined Columbia Envelope Co., Melrose Park, Ill., as sales manager of the special products division.

SWEET SUCCESS
adds the measurement of success that helps you get low cost-per-thousand sales...a unique format that provides the ideal climate for your sales message.

Created and produced by Jack Douglas, three-time Emmy Award winner.

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INDEPENDENT TELEVISION CORPORATION
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THE OIL DAILY
THE NATIONAL NEWSPAPER OF PETROLEUM
KEITH J. FANSHIER, President & Publisher
No. 3,889 WEDNESDAY,
LATEST U. S. SUPPLY PICTURE
Louisiana Ha... Unchange...
Active Rebound 2,318 Units
HOUSTON, Aug. 11—Rotary...
FACT:
MORE THAN 500 OF THE OIL INDUSTRY'S BEST KNOWN EQUIPMENT, SERVICE AND SUPPLY COMPANIES ADVERTISE IN THE OIL DAILY
CONCLUSION:
No oil-industry schedule is complete which doesn't take advantage of the unmatched OIL DAILY combination: Regular issues for consistent coverage of the top-influence men of petroleum; meeting-distributed issues for bull's-eye coverage of selected groups. Be sure to get the latest facts before finalizing your 1960 schedule.
THE OIL DAILY
THE NATIONAL NEWSPAPER OF PETROLEUM
59 E. Van Buren St., Chicago 5 • 70 E. 45th St., New York 17 • 329 National Press Bldg., Washington 4 • 2102 Jackson St., Dallas 1 • 318 Oil & Gas Bldg., Houston 2 • 125 W. Third St., Tulsa 3 • 416 W. Eighth Street, Los Angeles 15
READ, RELIED UPON AND RESPECTED BY THE MEN OF FINAL AUTHORITY IN PETROLEUM

A ONE-IN-A-MILLION TEST MARKET . . .
one newspaper . . .
and a million and more prospects!

You can now cover one of the nation's top three test markets (and the Number One test market in New England!) thoroughly and more economically than ever with The Providence Journal-Bulletin. New Journal-Bulletin package plans—explained at right—make it easy.

And you'll like what The Providence Journal-Bulletin delivers. This one medium is the strongest selling force throughout New England's second largest market . . . a million-plus interstate population center where buying power is BIG . . . bigger than ever, as Sales Management shows.

In ABC Providence alone, The Journal-Bulletin gives you 100%-plus coverage of over 500,000. In the CITY-STATE area, you get more than 80% coverage.

Isolated from other major markets . . . representative and well-balanced between urban and suburban . . . cosmopolitan in composition . . . the bustling Providence market offers you the ideal testing grounds for new products, new packaging, or sales promotion ideas.

New Journal-Bulletin Package Plans

Low Cost Gravure Opportunity—Your gravure advertising in This Week Magazine or locally-edited Rhode Islander may be adapted for Journal-Bulletin combination, black and white, at $.44 a line, using same copy. (Min. b&w size to be at least equal to the gravure, and combination to be completed in same calendar week.) We make plates, no charge. Ask about it.

Job-tailored Combinations—You have a choice of combinations to fit your campaign program and budget:

Combination:*	Circulation	Line Rate
Morning and Evening	**201,503**	**.62**
Sunday Journal	**188,039**	**.60**
Sunday and Morning	**245,758**	**.70**
Sunday and Evening	**331,823**	**.98**
Sunday, Morning, Evening	**389,542**	**$1.04**

(ABC circulation, March 31, 1959)

*Daily copy may run morning and evening or evening and morning. Sunday and daily combinations may start preceding Thursday A.M., to be completed with Tuesday P.M. editions. Holiday Journal not sold in combination.

Write for full market data or Package Plan information to Frank S. Rook, Manager, General Advertising, The Providence Journal-Bulletin, Providence 2, Rhode Island. Or your nearest Ward-Griffith office.

PROVIDENCE JOURNAL-BULLETIN

Represented Nationally by Ward-Griffith Co., Inc.. New York, Boston, Detroit, Chicago, Philadelphia, San Francisco, Atlanta, Miami, Charlotte, Portland, Ore.

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MAGAZINES!

We specialize in magazine clipping. Our list covers 3500 business, farm and consumer magazines—a complete blanketing of the American magazine field as listed in Bacon's Publicity Checker. You can check your own publicity, competition's publicity, competitive advertising or subject research. Here is the complete service for magazines. Best coverage, fastest service, highest accuracy.

* BUSINESS * FARM
* CONSUMER

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"Clippings Benefit Business"
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14 E. Jackson Blvd., Chicago 4, Illinois
WA bash 2-8419

Rivalry, Not Monopoly Intent, Led to Ad Dealing in Tri-Cities, Judge Rules

Court Denies Anti-Trust Plaint of 'Tri-City Herald' vs. 'Columbia Basin News'

SEATTLE, Dec. 8—The costly 10-year rivalry of two daily newspapers in the new and fast-growing Tri-Cities area in south-central Washington was part of a "bitter competitive struggle," but there was no conspiracy by one of the papers and the International Typographical Union to drive the rival out of business and establish a monopoly.

Thus ruled Judge W. D. Murray in U.S. district court last week, capping a two-month trial and four years of legal action under the anti-trust laws.

Suit had been brought by Scott Publishing Co., publisher of the *Tri-City Herald*, against Columbia Basin Publishers Inc., publisher of the *Columbia Basin News*, the International Typographical Union, Unitypo Inc. and others. Treble damages totaling $7,000 000, including legal fees, had been sought by Scott.

Summarizing a 30-page finding and opinion in the case, Judge Murray said:

"It is the conclusion of the court that plaintiff shall recover nothing in this action and that judgment shall be entered in favor of defendants for their costs."

It is understood that costs, covering pre-trial hearings as well as trial itself, will run to several thousand dollars, but costs do not include attorneys fees of the defendants.

■ What happens now in the Tri-Cities of Pasco, Richland and Kennewick remains to be seen. Observers outside the court noted that, in view of the detailed finding that there was no violation of the federal anti-trust laws, an appeal would be difficult.

Meantime the *Herald* continues to be the dominant paper, a position the court said it has held from the outset, and the ITU has taken over the *News* in default of loans that totaled $1,178,000 in nine years through 1958. (From Jan. 1 until the start of the trial in September, ITU made up additional deficits totaling $40,000 in the operation of the *News*.)

■ Early in the review of the case, Judge Murray set out that Robert F. Philip, president of Scott Publishing Co., and Glenn C. Lee, secretary-treasurer, and publisher of the *Herald*, "though experienced business men in other fields (they had been importers), had no experience in the newspaper publishing business prior to their entering that field in the Tri-City area."

At the same time, the court said, Howard W. Parish, founder and manager of the *Columbia Basin News* until Unitypo took over at the end of 1958, "is a man who spent most of his life in the newspaper business, a substantial part of it in and around the Pacific Northwest. He has had experience in all phases of the newspaper business, but predominantly in circulation and management. He formerly was publisher of the *Seattle Star*."

Repeatedly the court drew on these diverse backgrounds for explanation of actions both sides took at crucial points in the competition. At one point Judge Murray said:

"Mr. Parish saw and was attracted to the Tri-City area by the same rosy picture of the future of the area that attracted Messrs. Lee and Philip. He likewise saw Messrs. Lee and Philip as inexperienced novices in the newspaper business, unfinanced and overexpanded. He considered himself an expert in the business and believed he had sufficient financial backing to establish a competing newspaper.

■ "The evidence shows that the establishment of a newspaper against a monopoly newspaper in a given area is an expensive proposition under any circumstances. Mr. Parish realized this and believed he could establish such a paper at a cost of $500,000.

"To hold that the fact of one entering a business under these circumstances is evidence of a conspiracy to violate the anti-trust laws is to thwart the very purpose of those laws and turn them into instruments for the protection of monopolies. Of course, it must have occurred to Mr. Parish that in the event he were successful in establishing his newspaper in the area, the result might be that the Scott Publishing Co. would be forced out of business. But that is a normal, natural, everyday occurrence when inexperienced, unfinanced people are forced to meet experienced, adequately financed competition."

■ The Tri-City area, a marketing center for newly irrigated lands of the Columbia Basin, is attracting manufacturing to a crossroads of rail and water transportation. It includes the atomic energy works adjacent to Richland. The court noted that Scott Publishing bought the weekly *Pasco Herald* for $80,000 on Oct. 1, 1947, and six weeks later converted this to the daily *Tri-City Herald*.

Mr. Parish, an owner of Craftsman Press, Seattle, early in 1949 published a color brochure for Scott on the Tri-City area and, knowing of the difficulties "and particularly the financial problems" of the *Herald*, became interested in getting into the newspaper business there. He sought to buy the *Herald*, offering $250,000, but he balked when Messrs. Lee and Philip asked $410,000.

In August, 1949, Columbia Basin Publishers, organized by Mr. Parish, began publication of a weekly, free distribution newspaper, the *Pasco News*. In December of that year this company and two job shops in Pasco signed a contract with ITU, at somewhat less than the Seattle rate.

Scott refused to sign with the union, and the next March there resulted a strike or lockout; which it was, the court said, was not clear. Mr. Parish seized on this opportunity to shift the *News* from a weekly to a daily, preparations for which had been begun the preceding November.

■ At the outset the *News*' rate card proved to be "unrealistic," because the newspaper's circulation was so much below that of the *Herald;* as a result, rates lower than those on the card were charged.

Also, the court said, "in the field of advertising the publishers of the *Columbia Basin News* were only too happy to take any advantage they could of the efforts of Local 831 (ITU) to induce advertisers not to do business with the *Tri-City Herald*."

It added: "The evidence shows that Mr. Parish used the strike or lockout at the *Tri-City Herald* to go into the daily publication of the *Columbia Basin News*. Again, while this would be consistent with the purpose on the part of Mr. Parish to drive the *Tri-City Herald* out of business and to establish a monopoly in violation of the anti-trust laws, it is equally consistent with the purpose of starting a newspaper with the bona fide intention of competing . . ."

As for the cooperation between Local 831 of ITU and Columbia Basin Publishers, "there was indeed cooperation between the two, but each acting for its own legal, independent purpose."

■ But the *News* had troubles, too. In the first year management was "haphazard," the court summarized. "Mr. Parish and his associates discovered that the Tri-City area was not the soft touch competitionwise that they had anticipated.

"Furthermore, the substantial financial backing which Mr. Parish had anticipated from his Seattle business men associates failed to materialize. By May, 1950, Mr. Parish advertised in *Editor & Publisher* in an unsuccessful effort to sell the *News*. Later, he tried to interest Scott in buying the *News*."

The court noted: "These attempts to sell out are again not consistent with a purpose or intent to drive the *Tri-City Herald* out of business for the purpose of establishing a monopoly."

■ As losses at the *News* continued to mount, Mr. Parish went to ITU for financial help. When Clarence Martin, attorney for Unitypo, made his first check, the court said he found "the financial situation of *Columbia Basin News* was critical," and a loan of $10,000 was immediately made.

Secrecy as to the source of the

Don't bury your head

Buy Negro Radio

An Ostrich with a buried head misses many things that are most obvious. If you haven't discovered Rounsaville Radio's six Negro Markets you are overlooking an 824 million dollar consumer group. That's what Negroes in the Rounsaville Radio area have ready to spend *AFTER* taxes! 80% of their money is spent on consumer items alone. The Negro market is rich . . . and getting richer . . . incomes are up 192% since World War II! To make sure you're getting your share of nearly one billion dollars, use Rounsaville Radio! All six Rounsaville Radio stations are Number-One Rated by *BOTH* Pulse and Hooper. Call Rounsaville Radio in Atlanta, John E. Pearson, or Dora-Clayton in the Southeast today!

Personal Letter

An advertiser's dream would be a captive audience pre-conditioned to buy his product. The nearest thing to making this dream a reality is Rounsaville Radio—100% programmed to the Negro audience. Negro Radio comes closer to the Captive Audience and Pre-Conditioned Buyer than any existing medium. Negro performers tell your sales story to their Negro listeners, and believe me, they buy! No matter if your budget is large or small . . . no matter how many media you plan to use . . . a proper part of your budget must go to Rounsaville Radio or you miss this market. You can make excellent use of our Know-How to sell your products. Call on us, we'll be happy to help you. We are one of the oldest and *largest* broadcasters in Negro Radio.

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

FIRST U. S. NEGRO-PROGRAMMED CHAIN
FIRST IN RATING IN SIX BIG MARKETS

WCIN 1,000 Watts (5,000 Watts soon)—Cincinnati's Only all Negro-Programmed Station!

WLOU 5,000 Watts—Louisville's only all Negro-Programmed Station!

WMBM 5,000 Watts — Miami-Miami Beach's only full time Negro-Programmed Station!

WVOL 5,000 Watts—Nashville's only all Negro-Programmed Station!

WYLD 1,000 Watts — New Orleans' only full time Negro-Programmed Station!

WTMP 5,000 Watts — Tampa-St. Petersburg's only all Negro-Programmed Station!

BUY ONE OR ALL WITH GROUP DISCOUNTS!

ROUNSAVILLE RADIO STATIONS

Peachtree at Mathieson, Atlanta 5, Georgia

ROBERT W. ROUNSAVILLE
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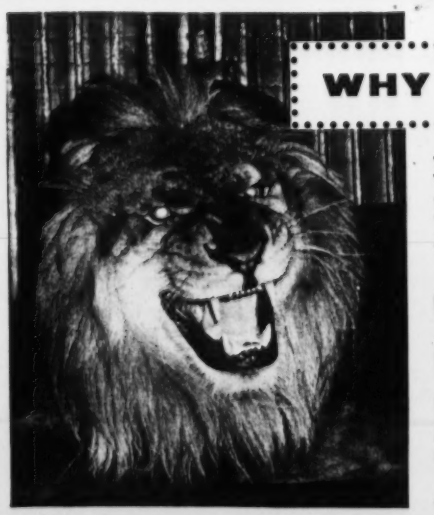
Nat'l Rep.

ROUNSAVILLE RADIO

HAROLD F. WALKER
V.P. & Nat'l Sales Mgr.

DORA-CLAYTON
Southeastern Rep.



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It's easy to stay in a happy frame of mind when you

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money was deemed unnecessary, because of prior experience by Unitypo and ITU "around the country, of having the newspaper they sought to aid encounter advertiser resistance when it became known that the union was supporting the newspaper."

Of Mr. Parish's reports to Unitypo and ITU, references to "driving Mr. Lee and the Scott Publishing Co. to the wall," "forcing a merger," and "beating Mr. Lee," the court said that these appear to be "merely communications . . . in the nature of a sales pitch to their financial angel in an effort to keep the money coming, and no doubt were received in that spirit."

The court found that "the intent and purpose of Unitypo and ITU in first assisting financially the *Columbia Basin News* and later taking over its publication was simply to keep in operation in the Tri-City area a newspaper to compete with the *Tri-City Herald*, and was not to drive the *Tri-City Herald* out of business for the purpose of establishing a monopoly."

■ On advertising rates, the court said, "None of the rates charged any advertiser by the *Columbia Basin News* were unreasonably low, as compared to the rates charged advertisers by the *Tri-City Herald*, when considered in the light of the relative circulations of the two newspapers."

Also the court found that no advertising was sold by the *News*, and no rates were fixed, on the basis of any understanding or agreement that the advertiser would not advertise in the *Tri-City Herald* or any other media.

Of Scott's contention that *Columbia Basin News* had violated the Robinson-Patman and Clayton acts in the sale of advertising, Judge Murray said:

"While there is considerable doubt in the court's mind whether newspaper advertising is a 'commodity' within the meaning of the Robinson-Patman Act, or 'goods, wares, merchandise or other commodity' within the meaning of the Clayton Act, decision of that question is unnecessary in this case in view of the court's findings that there were no price discriminations by *Columbia Basin News* in the sale of advertising which had the effect of lessening competition or tended to create a monopoly or injure, destroy or prevent competition; and that there were no sales of advertising, or prices fixed for advertising, upon any agreement or understanding that the purchaser would not advertise in the *Tri-City Herald*."

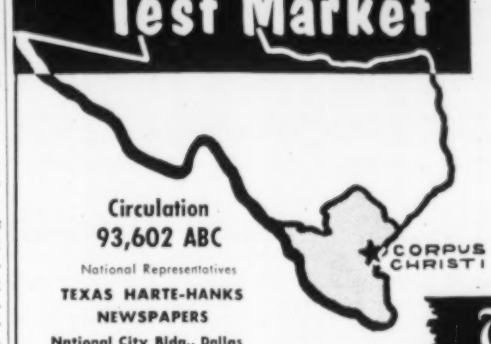
■ In cooperative advertising, in connection with which Scott had complained about the *News*' practice, the court said that the "*News* would issue double bills, one bill to the local retail merchant at his contract rate, based on the number of inches of advertising that he had used in the *Columbia Basin News;* this was the bill which the local retail advertiser would actually pay to *Columbia Basin News*. *Columbia Basin News* issued a second bill to the local merchant to be submitted to the national advertiser for reimbursement at the open rate, which in most instances would be higher than the local merchant's contract rate.

"However, as has been pointed out, there was a bitter competitive struggle between the *Columbia Basin News* and the *Tri-City Herald*. Almost all the devices, including the cooperative advertising practice . . . used by the *Columbia Basin News* . . . were at one time or another throughout the period here in question used by the *Tri-City Herald*. In addition, *Tri-City Herald* used devices such as rebates to advertisers and payments of commissions to local advertising agencies on local display advertising to attract advertising—which were not used by *Columbia Basin News*.

■ "Plaintiff concedes that it engaged in some of the same practices as *Columbia Basin News* but contends it has not done so to the same extent. The record bears this out, but it must be remembered that *Columbia Basin News* was in the position of the challenger seeking to become established in the field, as against *Tri-City Herald*, already thoroughly established."

The court said advertising practices of the *Herald* were mentioned not because they would constitute a defense for the *News* but "merely to point up the fact that there was a bitter competitive struggle going on and that whatever was done by either party in that struggle was done for the purpose of competing and not pursuant to a conspiracy to monopolize." #

Tip of Texas Test Market



Circulation 93,602 ABC

National Representatives
TEXAS HARTE-HANKS NEWSPAPERS
National City Bldg., Dallas
New York Atlanta Chicago

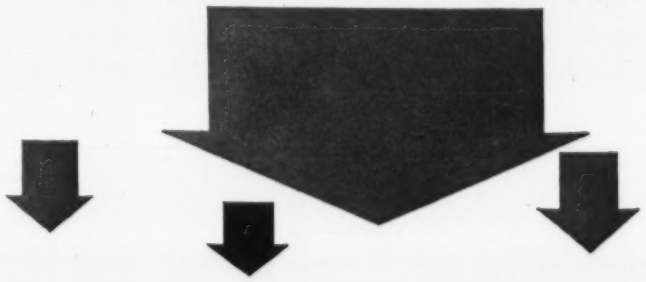
BIG—and all for you

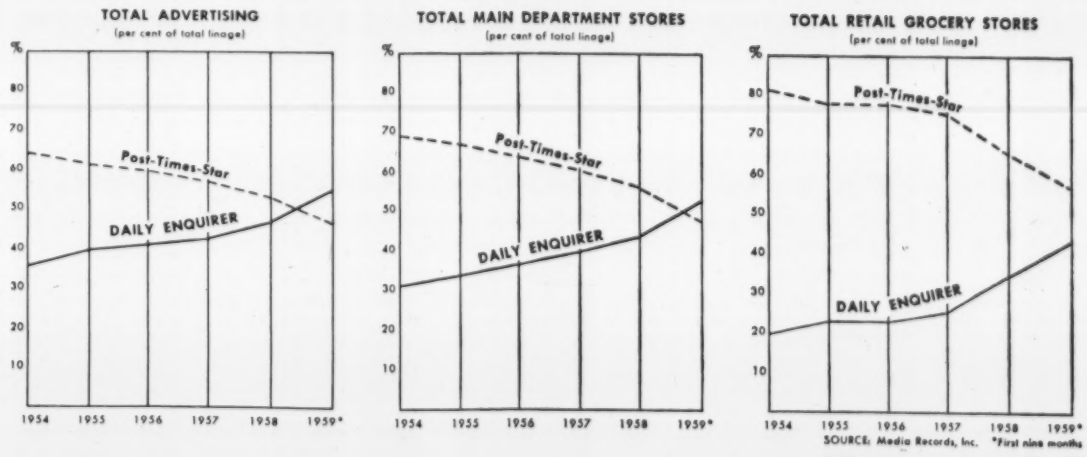
when you test in the Tip of Texas

It's about the size of West Virginia, with more people than Maine—this 23-county Tip of Texas market between the Gulf and the Rio Grande. The Caller-Times concentrates over 95% of its circulation in this big market, with daily carrier delivery in 75 communities. Write for data.

The Corpus Christi Caller-Times

See how SOLID the trend to the "morning" is *in solid Cincinnati*





It's as plain as the charts on this page. Every year, every month . . . the significant trend to the morning Enquirer becomes more conSOLIDated! Reason? More and more, retailers and national advertisers are discovering this is the way to reach and influence the solid *market-that-matters* in this area. Did you know . . . that the Daily Enquirer home audience has a higher median income? That Daily Enquirer households are larger, younger, need more, spend more? The new 1959 Top Ten Brands survey cites these and *many more* facts that'll interest you concerning this great 19-county, 3-state area. Write, wire or phone The Enquirer's Research Department.

Represented by Moloney, Regan & Schmitt, Inc.

Solid Cincinnati reads the Cincinnati Enquirer

EWRR Adds Rose in Canada

L. Rose & Co., London, England, lime juice marketer, has shifted its Canadian advertising account from Albert Jarvis Ltd., Toronto, to Erwin Wasey, Ruthrauff & Ryan (Canada), Toronto. EWRR already handles the account in the U. S. and Great Britain.

So much more -- at the Commodore!

Tough client session? Relax... with the biggest 'n best drink, by a master mixer, at the largest bar in New York! More of everything—five wonderful restaurants, top service, central location. Without doubt, there's... SO MUCH MORE — AT THE COMMODORE!

HOTEL COMMODORE
42ND ST. AT LEXINGTON AVENUE N. Y. 17, N. Y.
MUrray Hill 6-6000 A ZECKENDORF HOTEL

Salvas Perlrot Goodman McIntyre Janice Davis

MANY SPLENDORED SWING—*Jazz musician Benny Goodman stands in with the "Many Splendored Stompers," do-it-yourself jazz buffs, at a jam session thrown by Advertising Women of New York. The buffs are Ed Salvas, National Biscuit Co.; Gil Perlrot, Plandome Productions; Bob McIntyre, McCann-Erickson; Mary Janice, Cunningham & Walsh; Hal Davis, Grey Advertising Agency.*

Hall Appoints Harold Cabot

Martin L. Hall Co., Boston, maker of Victor coffee, instant coffee and tea, has appointed Harold Cabot & Co., Boston, to handle its advertising, replacing James Thomas Chirurg Co., Boston. An immediate regional advertising campaign has been set for all products employing four-color pages to be alternated every other week in one of the four Boston dailies throughout 1960.

Coming Conventions

*Indicates first listing in this column.

Jan. 17-20, 1960. Newspaper Advertising Executives Assn., annual meeting, Edgewater Beach Hotel, Chicago.

*Jan. 21, 1960. National Business Publications, State of Nation dinner, Sheraton-Park Hotel, Washington, D. C.

Jan. 21, 1960. Magazine Publishers Assn., 2nd annual Midwest conference, Drake Hotel, Chicago.

*Jan. 27, 1960. Assn. of National Advertisers, Advertising Evaluation Workshop, Hotel Sheraton East, New York.

*Jan. 31-Feb. 2, 1960. Texas Daily Newspaper Assn., 39th annual meeting, Angelina Hotel, Lufkin, Tex.

Feb. 7-9, 1960. Advertising Federation of America, 1st District conference, Statler-Hilton, Boston.

*Feb. 16-17, 1960. Assn. of National Advertisers, Cooperative Advertising Workshop, Hotel Sheraton East, New York.

March 6-10, 1960. National Business Publications, annual spring meeting, Boca Raton Hotel and Club, Boca Raton, Fla.

*March 7-8, 1960. New England Newspaper Advertising Executives Assn., winter meeting, Parker House, Boston.

April 24-27, 1960. Continental Advertising Agency Network, annual convention, Fontainebleau Hotel, Miami Beach.

April 25-27, 1960. Sales Promotion Executives Assn., third annual conference, Hotel Astor, New York.

*May 2-4, 1960. Forty-fifth annual conference, Assn. of Canadian Advertisers, Royal York Hotel, Toronto.

May 8-10, 1960. Magazine Publishers Assn., 41st annual spring conference, The Greenbrier, White Sulphur Springs, W. Va.

June 5-9, 1960. 56th annual convention of the Advertising Federation of America, Hotel Astor, New York.

June 20-24, 1960. First Advertising Agency Group, 32nd annual conference, Holiday Hotel, Dallas.

Aug. 2-5, 1960. Third annual Advertising Age Creative Workshop, Palmer House, Chicago.

Videodex Network TV*

Nov. 1-7, 1959

Copyright by Videodex Inc.

Rank	Program	(%)
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	30.9
2	Jack Benny Special (Benrus Watch, Greyhound, CBS)	30.1
3	Another Evening with Fred Astaire (Chrysler, NBC)	29.9
4	77 Sunset Strip (Several sponsors, ABC)	29.0
5	Danny Thomas Show (General Foods, CBS)	28.8
6	Wagon Train (Ford, National Biscuit Co., NBC)	28.4
7	Father Knows Best (Scott, Lever, CBS)	27.0
8	Alfred Hitchcock Presents (Bristol-Myers, CBS)	26.9
9	Red Skelton (S. C. Johnson, Pet Milk, CBS)	26.7
10	Have Gun, Will Travel (Lever, Whitehall, CBS)	26.6

Rank	Program	(000)**
1	Gunsmoke (Liggett & Myers, Sperry-Rand, CBS)	13,300
2	Jack Benny Special (Benrus Watch, Greyhound, CBS)	12,700
3	Another Evening with Fred Astaire (Chrysler, NBC)	12,600
4	77 Sunset Strip (Several sponsors, ABC)	11,800
5	Danny Thomas Show (General Foods, CBS)	12,200
6	Wagon Train (Ford, National Biscuit Co., NBC)	12,100
7	Father Knows Best (Scott, Lever, CBS)	11,400
8	A'fred Hitchcock Presents (Bristol-Myers, CBS)	11,300
9	Red Skelton (S. C. Johnson, Pet Milk, CBS)	11,300
10	Have Gun, Will Travel (Lever, Whitehall, CBS)	11,400

*Homes viewing in cities where program is telecast.
**Listed in sequence of rating level from first table.

Jackson, Haerr Adds Two

Biltbest Corp., Clarence, Mo., and Pacific Mercury Electronics, Joplin, Mo., have appointed Jackson, Haerr, Peterson & Hall, Jefferson City, Mo., to handle their advertising. The agency will handle advertising for Pacific Mercury's contracts division. Biltbest manufactures wooden window frames and door frames.

MOONLIGHT, MAGNOLIAS AND MONEY!
IN METRO MEMPHIS . . .

In one decade — 1949 through 1958 — Bank Debits in Metropolitan Memphis are

UP 55.4%

That means MORE SALES for everybody who sells anything.

Two great newspapers give you dominant, responsive home-delivered circulation in the vast Mid-South 76-County Memphis Market —The Commercial Appeal and Memphis Press-Scimitar. TOTAL PAID CIRCULATION: Combined Daily 368,664; Sunday 265,556, ABC Audit, 3-31-59.

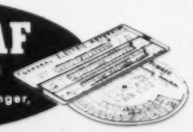
Source: Memphis Clearing House Association

TO SELL THE SOUTH YOU MUST SELL MEMPHIS!

THE COMMERCIAL APPEAL
MEMPHIS PRESS-SCIMITAR
SCRIPPS-HOWARD NEWSPAPERS

SLIDE-CHART "Selling" BUILDS SALES... CUTS COSTS

PERRYGRAF SLIDE-CHARTS
Quick Product Facts for Stronger, Simpler Selling



Whatever the Product Involved...Consumer, Commercial or Industrial...Perrygraf Slide-Charts stimulate sales, cut sales costs and keep customers sold. They provide essential and accurate Product Information quickly and easily, to save time, minimize or eliminate errors and Inspire Confidence in all concerned.

"Slide-Charts" are Simple Devices...Easy to Use. To meet individual needs we design them as Calculators, Selectors, Visualizers, Demonstrators, or Sure Guides to Effective Product Applications and Use.

Their Range of Usefulness is Virtually Unlimited at any level of Sales, Purchase, Competitive Comparison, Specification, Usage or Service.

At Your Disposal is our Experience in creating over 20,000 designs for hundreds of products...in producing in our own plants runs of a few hundred or millions. Deliveries and prices will amaze you.

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of this New 36-Page 6 x 9 Book. 122 Case Histories, with 76 Slide-Charts pictured in full color, illustrate many of the ways that these versatile and effective Sales Tools have built sales for thousands of Consumer, Commercial and Industrial Products.

Apres le Deluge . . .

TV Looks the Same Though Programs Alter

By Maurine Christopher

NEW YORK, Dec. 8—What has happened to television as a result of its first major scandal?

To deal first with dollar considerations: Here tv seems to have felt little, if any, adverse effects. Business remains good, with displaced quiz show sponsors, for the most part, moving to other programs and/or time periods. If there is a slow-down in video time sales during the fourth quarter, it will probably be due to cutbacks in the automotive category because of steel's labor problems.

■ There has been a barrage of upbeat promotion from various segments of the industry—most notably CBS and NBC—about program balance, their responsibility to satisfy the widest possible range of program tastes, and the need for affirmative action to counter the criticism directed against programming and commercial standards. In their public utterances, the two leaders leave the impression that, after their shattering experience, they are now determined to take bold measures to recoup. These bold measures would be expected to be reflected in programming decisions. But a viewer, who hasn't read the industry pronouncements, would never guess that they had been made. He certainly can't tell it by looking at most of the replacement programs. An exception is the new nighttime news and public affairs program to be seen weekly on NBC starting Jan. 23.

■ Here is a network-by-network rundown of the main program changes that have taken place since the quiz eruption started:

ABC

This network, which already has more guns than any other, will add still another Dec. 31 when the crime series, "21 Beacon Street," replaces Dick Clark's "World of Talent" show. P. Lorillard Co. stays as sponsor in this Sunday 10:30 p.m., EST, period. Shaky ratings and the payola investigations reportedly triggered this cancellation.

But ABC, which fired another rock and roll disc jockey, Alan Freed, when he refused to sign a no-payola affidavit, issued a statement of confidence in Mr. Clark, and backed it up by selecting him to emcee a New Year's Eve special. No advertiser had rushed in to buy this one at press time.

This network, which never boasted any big money quizzes, is getting rid of a small money daytime game, "Music Bingo." This will be faded as of Jan. 4 in favor of a new interview and prize program, "About Faces." This is a Ralph Edwards production starring Ben Alexander of "Dragnet" fame. Rem cough medicine and Basharme hair creme continue as sponsors.

CBS

When CBS banned luxury prize shows, three programs went off. The nighttime casualty was replaced by a much traveled panel telecast, "Masquerade Party" (Whitehall), which was expected to be a temporary filler. But it's still running on a short term renewal basis.

The ban left two daytime daily vacancies. The network gambled on a new personality show to fill one of the spots; the other was filled in the routine fashion by bringing in a shopworn nighttime film, "The Millionaire," on a rerun basis. The personality show stars Red Howe, a Hollywood product. The sponsor list remains pretty much the same.

There will be one less "violence" show as of February when CBS is dropping the hour "Lineup" police drama. The replacement for this participation sponsored program has not been selected, but it is expected to be in the musical variety vein and of general family appeal.

NBC

"Tic Tac Dough" and "Treasure Hunt" were dropped when advertisers began to desert these daytime giveaways *en masse*. But even the network's public relations department found it difficult to get excited about their replacements, "Truth or Consequences" and "Play Your Hunch."

There are some unannounced nighttime changes coming up at NBC, with "Five Fingers" and "Love & Marriage" slated for cancellation.

On the affirmative side, NBC will, as noted above, bring in an hour news and public affairs series to replace the departing film series, "Five Fingers." The new one is untitled so far, but it will include some "Project 20" shows.

The network reportedly has already contracted with one of its favorite suppliers, MCA, for another hour adventure film; this one is tentatively titled "Overland."

■ Have their troubles made the networks more receptive toward unusual programming ideas from the outside? This question came up this week at an organizational meeting of the tv drama desk. Producer David Susskind said the climate is good for selling new ideas to CBS, but not at the other two networks. His point of view differed from that of another producer, Max Liebman, who said the networks' attitude still is pretty much determined by the sponsors' attitude. #

Goodrich Boosts Koch to New Ad Manager Post

B. F. Goodrich Co., Akron, has appointed George B. Koch Jr. advertising manager of industrial and commercial products, a new position created by centralization of administration for all national advertising by Goodrich and its nine divisions.

George B. Koch Jr.

Mr. Koch joined B. F. Goodrich Chemical Co. in 1946. Since 1953 he has been ad manager, responsible for divisional public relations, sales promotion and technical literature.

Topps Boosts Irwin Meyer

Irwin Meyer has been named to the new position of assistant sales promotion manager of Topps Chewing Gum Inc., Brooklyn, manufacturer of Bazooka bubble gum, baseball picture cards, and other bubble gum products. Mr. Meyer held the same position in the consumer division of Hudson Pulp & Paper Corp., New York, prior to joining Topps in July.

Horton, Church Adds Two

Irons & Russell Co., manufacturer of fraternal emblems and religious jewelry, and Williams & Anderson Co., manufacturer of Sunday school attendance awards and industrial sales and service awards, both of Providence, R. I., have appointed Horton, Church & Goff, Providence, to handle their advertising.

Do you know Tom Leather?

THOMAS D. LEATHER is the publisher of *The Country Squire*, suburban newspaper of Prairie Village, one of Kansas City's outstanding suburbs. He is active in the Junior Chamber of Commerce, Kansas City Press Club, the Kansas State University Booster club, and president of the prominent Asbury Men's club. He also coaches youth athletic teams.

and . . . HE READS Together MAGAZINE

Like so many of TOGETHER'S readers, Tom Leather is easily one of the outstanding men of his community. Like them, he lives in the kind of community that provides great opportunities for leadership. In fact, 72.3% of TOGETHER'S 900,000 reader-families live in suburbs, or in non-farm areas away from the large metropolitan centers. They are important people to reach with your product story. You can reach them in TOGETHER magazine.

TOGETHER is read in over 900,000 homes—a selected audience of substantial family buyers. Your TOGETHER representative has the full story. Call him soon.

ABC

Together

Published monthly by the Methodist Publishing House
740 NORTH RUSH STREET
CHICAGO 11, ILLINOIS

The mid-month magazine for Methodist families.

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

If TV Is To Be 'Operated in the Public Interest' We Must Examine What This Really Means: Kanter

To the Editor: ADVERTISING AGE had what I would say is a complete coverage of the whither-tv problem and identified some fairly pointed directions to explore.

Something, however, which to me needs clarification and is, in a philosophic sense, at the heart of the matter is the phrase "... Television stations should be operated in the public interest ..." I agree. I am not sure, though, that anyone has taken the trouble to examine what the public interest is with reference to broadcast media.

When you think about this, it is fairly apparent that the public interest phrase doesn't necessarily lend itself to an economic interpretation as is the case with the legal theory regarding government regulation of transportation, say, or the control of water rates. The public interest in these matters can be quite clearly specified.

Public schools, too, are another institution which falls under the rubric of the public interest. Here one sees a controversy raging—and one which is, in a sense, more analogous to the broadcast problem than the legal theories invoked to regulate transportation. "Education for what and for whom" are burning issues and have been compromised by academic curricula in line with the beliefs and attitudes of men who govern the school systems.

At least, in the area of education these issues have been and are aired, no matter what the results have been. *My point: I don't believe enough has been said by responsible, reflective, high-minded men about what television might accomplish or should accomplish in order to be in the public interest.* I think the controversy to date has been floundering somewhat for a lack of orientation or, said in another way, we have begged a major question here of what the public interest is.

For instance, in this country we have political apathy, cynicism, and shallow partisanship to an amazing degree. What is the responsibility of television here? How can (not should) television fit into the democratic process in creating respect for the political processes?

Should television be geared to a low common denominator of intelligence and cultural participation (the rating system really assumes that television should) or should television talk, for the most part, to a more intelligent, aware audience model? If television is upgraded, in terms of its level of discourse, will it lose its potential for instructing heretofore intellectually unexposed people?

What is cultural in the broadest sense? Is it the opera, the theater, jazz, talk shows—and what kind of theater, etc., is culture? I don't know but that culture is not a relative thing: Anything which broadens individuals' horizons and gives perspective I suspect is culture. Hell, we could fill the air with "high level stuff" which few would look at—and probably those few who need it least because they get it so much.

How can television work for international understanding in a forceful and meaningful way to listeners of all classes and amounts of education? "The great issue of our time (to quote Adlai) is peace or war." What is this fantastic means of mass communication and tool for understanding going to do; indeed, what should it do and what can it do in coping with this issue?

These are a few apparent questions which, perhaps, a Presidential commission consisting of men from advertising, education, mass communication, etc., should discuss and report on. These basic questions about what practical things could be achieved by this medium and, in fact, what it should achieve to be in the public interest have to be denoted before any systematic re-evaluation is done on the industry. I fear the piece-work remedy will be prescribed if these questions are not explored and soon.

Donald L. Kanter,
Tatham-Laird, Chicago.

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To the Editor: You created quite a stir with your editorial, didn't you! ["It Is Time for Advertisers to Get Out of Show-Business," (AA, Nov. 9)]. But in all the righteous indignation, it seems to me that not only you but all your correspondents, pro and con, missed the basic point. Your editorial moves along beautifully all the way through the statement of your proposed solution. Broadcasting, you say, should control its editorial content just as magazines and newspapers do. Advertisers should buy time just as they buy space.

Amen! How does the advertiser buy space? *With guaranteed circulation.* He knows what he is buying and pays for what he gets.

How does he buy time? I refer you to the chart on Page 76 of the same issue that carried your editorial. The average rating of the top ten network programs in 1959 was 29.1; the average of the bottom ten was 8.7. *Yet the networks charge exactly the same for the bottom ten as they do for the top!*

That's where the weakness of your proposal lies. "Advertisers should buy time for commercial messages as they now buy space," you say. And then you shrink from carrying your analogy to its very simple and obvious conclusion. Comes the day when the advertiser *can* buy time just as he buys space and all the evils that our high-minded critics deplore will vanish.

Sure the "airlanes belong to the people of the U.S." But the people have decided to sell those airlanes through the networks to the advertisers of the U. S. for commercial purposes. Since the networks refuse to offer the advertiser any guarantee of what he gets for his money, as do all other advertising media, *don't blame the advertiser for using every legitimate means to get full value for the millions he invests.* If this produces dull, sterile, imitative programming, don't blame the sponsors, blame the system. The same advertisers who use the air are using the magazines and newspapers. Those advertisers, with their low standards of morality and public consciousness, don't seem to be ruining the print publications. Why is it assumed that they single out the broadcast media to be the sole victims of their blind greed? Isn't it, perhaps, the system that's at fault?

All the moralizing and preaching that the Crosbys and Goulds and Susskinds may do won't convince the advertiser that he should pay the same millions for a 10 rating that he does for a 30, not as long as we have a system of commercial sponsorship. And what's more, all the laws and regulations that Congress and the FCC may pass won't do it either.

Why not face the facts of life and carry your proposal to its logical conclusion?

Max Enelow,
Director, Advertising and Sales Promotion, Philco Corp., Philadelphia.

Mr. Enelow raises an important point. AA has frequently pointed out that the "magazine concept" cannot work without generally accepted ratings figures, even though they may not actually be "guaranteed" figures.

With such figures, however, the "magazine concept" would allow an advertiser to buy a block of commercials that would appear in connection with various shows of various ratings, so that each advertiser could get about the same average rating. This is manifestly impossible now, when the program buyer can only hope (usually in vain) that his astuteness in picking programs will net him a rating that is average or better.

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To the Editor: One of the most fantastic oversights in this whole business is that of the advertiser who seems to be intent upon keeping his hands in programming, despite the fact that the networks have gleefully allowed him to take all the risk. *You* buy a program with a proved high rating at 8 p.m. and *I* buy a new program spotted at 8:30 and come up with a 13 rating at the same price that you are paying for a 30.

The networks have something here that they understandably like very well. What I don't get is why so many advertisers like it too.

Perhaps this is something you might probe.

Fairfax M. Cone,
Foote, Cone & Belding, Chicago.

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To the Editor: Your recent editorial, "Is It Time for Advertisers to Get Out of Show Business," is a rather startling concept. Some of my colleagues in our television-radio department and I have discussed it at length and here are our reactions:

First of all, any principle based on a comparison between television and printed media has to be very carefully analyzed. There are vast differences between the two of them from the standpoint of any advertiser or agency.

Selectivity is inherent in the magazine field, for instance. We, along with our clients, decide the magazines in which we want our advertisements to appear. It can be a man's magazine, a woman's magazine, a child's magazine. It could be aimed at hot rod enthusiasts, sports car buffs, farmers or housewives. To that extent we shape the environment for our carefully thought out message. Certainly, we should have that same opportunity in placing our television commercials.

The whole television effort of many clients would be grievously impaired if they had no control at all over where their commercials appeared. . . Only through selection of shows can advertisers and agencies get the proper reference point for what a client has to say. . .

It does not seem accurate to me to indicate that all advertisers indulge in a "slavish worshipping of ratings," nor to infer that "the end-aim of all programming is to achieve a high rating." While our clients are quite naturally concerned with the size of their viewing audience, they do not limit their objectives to being in the top ten. They are anxious to present their commercials in shows which they think properly represent their companies.

As a matter of fact, in at least two cases, our agency has been responsible for the conception and development of shows for our clients. These were not conceived with the idea that they would be the highest rated shows, but rather with the purpose of projecting the kind of client image that seemed appropriate.

"High Adventure" with Lowell Thomas was one such show. It won critical acclaim and was an excellent commercial vehicle for Delco batteries.

"Eyewitness to History" was the other show. This marked a major step forward in the presentation of important news events during prime time. It enjoyed a very respectable rating and the client, Firestone, found it a most satisfactory show. . .

To me, there is something very American about the broadcasting industry as it is now constituted. It is the same sort of "checks and balances" system as our government. The viewer, agencies, advertisers and networks make for a type of interaction that is, in the long run, healthy. Sometimes the

There is only one genuine Day-Glo! Day-Glo is the registered trademark of Switzer Bros., Inc. Cleveland 3, Ohio, for daylight fluorescent products.

SPREADING THE NEWS
SINCE 1922

by DAY and NIGHT

(America's First Engraver)

REVERE PHOTOENGRAVING CO.
WAbash 2-8816
712 FEDERAL STREET • CHICAGO 5, ILLINOIS

Campbell's is being tested in

PORTLAND

MAINE . . . because

1 FIRST in the United States among cities under 150,000 population.

6 SIXTH in the United States among ideal testing cities regardless of population.

2 SECOND of all testing cities in New England regardless of size.

Source Sales Management

PORTLAND MAINE NEWSPAPERS

PRESS HERALD • EVENING EXPRESS • SUNDAY TELEGRAM

94% coverage of ABC retail zone 100% coverage of city zone

represented by Julius Mathews Special Agency

rascals may seem to be in the ascendancy but they never prevail . . .

Advertisers and agencies would like to continue to have the right of selectivity in all media. That means they must still be able to pick the kind of shows they want and sometimes to help create such shows. I agree with you that they should not, however, reach for the lowest common denominator of program concept. It seems to me that progress has necessitated this strange and rather wonderful marriage between show business and advertising and that it cannot and should not be annulled.

T. B. Adams,
President, Campbell-Ewald, Detroit.

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To the Editor: I have been following with a great deal of interest the editorial viewpoint of ADVERTISING AGE on the current television calamity . . . I must put myself on record as being wholeheartedly for the "magazine concept" of television programming . . .

Having read the excerpts of the letters carefully I found myself recovering from quite a shock. All of the men noted in your columns are leaders in the field of advertising and my shock stemmed from the apparent shortsightedness of the majority of them. Such comments as "untested conclusions"; "no link between different types of shows"; "separation must take place in the mind of the audience"; "separation would reduce effectiveness of advertising," lead me to believe that their obviously sincere concern is directed, not at the heart of the general problem, but at the outgrown tentacles . . .

There are many answers for each specific ill that has arisen. However, there is only one true answer to the whole problem. Television must develop into a medium worthy of respect both by the general viewing public and by the advertiser. This can only be accomplished over a period of time and with hard working, intelligent and able people. No matter how you twist the situation around or how many points come up, the problem still concerns people; people looking, people asking, people performing, people creating, people directing and people managing. Here is where the ultimate answer lies and here is the area which seems to have no attention from those concerned . . .

Richard T. Biedler,
Advertising Manager, American Society of Heating, Refrigerating & Air-Conditioning Engineers, New York.

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To the Editor: Congratulations on both your editorial stand on tv and your handling of the criticisms. The volume and character of the opposition in itself proves the correctness of your own position. To quote a famous Wolcott simile, the tv admen are "like a sinking frigate, firing furiously at its rescuers."

Henry Mayers,
Davis, Johnson, Anderson & Colombatto, Los Angeles.

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To the Editor: Now that the first wave of homiletics has passed over the tv scandals, I nominate the Cohen article of Nov. 9 [This Week in Washington] as the most valuable contribution to the subject—no indignation, just a plain statement.

Lowell B. Mason,
Washington, D. C.

•

To the Editor: In your recent editorial on tv probes, I think you put your finger on a soft spot which too many "therapists" overlook in diagnosing advertising syndromes.

You recommend surgery—separation of client-agency from network-programming. I recommend something more along the line of hysterectomy. While the wound is open, let's look around for the cancer within that seems to attack useless organs first.

To be less clinical, Madison Avenue seems beset with a creeping bureaucracy . . . an almost compulsive ingathering of services, functions and personnel who feed heavily at the trough—but don't fit the harness. I don't say that Ph.D's in isolation booth etiquette, starlets, producers, cosmeticians, song writers, gag writers, corsetieres and head-shrinkers can't contribute—but do we have to clasp them to our bosom? More important, should we expect their purposes, their motivation to be commensurate with our own?

Have we examined our own motives lately? Maybe we're slaving to perpetuate our own bureaucracy . . . and being oft embarrassed, yet heavily in hock, to those who toil for us, but not *with* us, however innocently.

The "hat trick" is good therapy for copywriters. But, maybe agencies and their advertisers have tarried too long at it. A little "reverse hat trick" might do much to relieve the shameless copycatting and unrelieved appeals to primary instincts for which our clients pay dearly—yet bore the audience and keep our industry in a perpetual state of pre-adolescence.

I suggest that those who *believe* that the true purpose of advertising is one of *creating* advertising should rise up from their couch, sound stage or bongo drums and man the typewriters! Let's start by *shredding* this myth that the fellow on the other end of the tube is mentally pre-adolescent, too.

Alan I. Hurd,
Russell T. Gray Inc., Chicago.

• • •

This Is a Cramped Manifold?

To the Editor: Your very stimulating article by Clyde Bedell in the Nov. 16 issue (about retailers attempting to sell with wholesale advertisements) prompted me to send what I consider to be an extreme example of a manufacturer seeking to sell, in a trade magazine, with a consumer slant, and falling pathetically short of *any* criterion.

Even were one to ignore apparent suggestiveness which could be construed in a moral thus subjective frame of reference, as (1) an "ad" aesthete and (2) a "realistic communicator, I believe that "le product" is the item to be sold in most cases and any gimmick must be used only after the most serious consideration of its successful integration into the total plan.

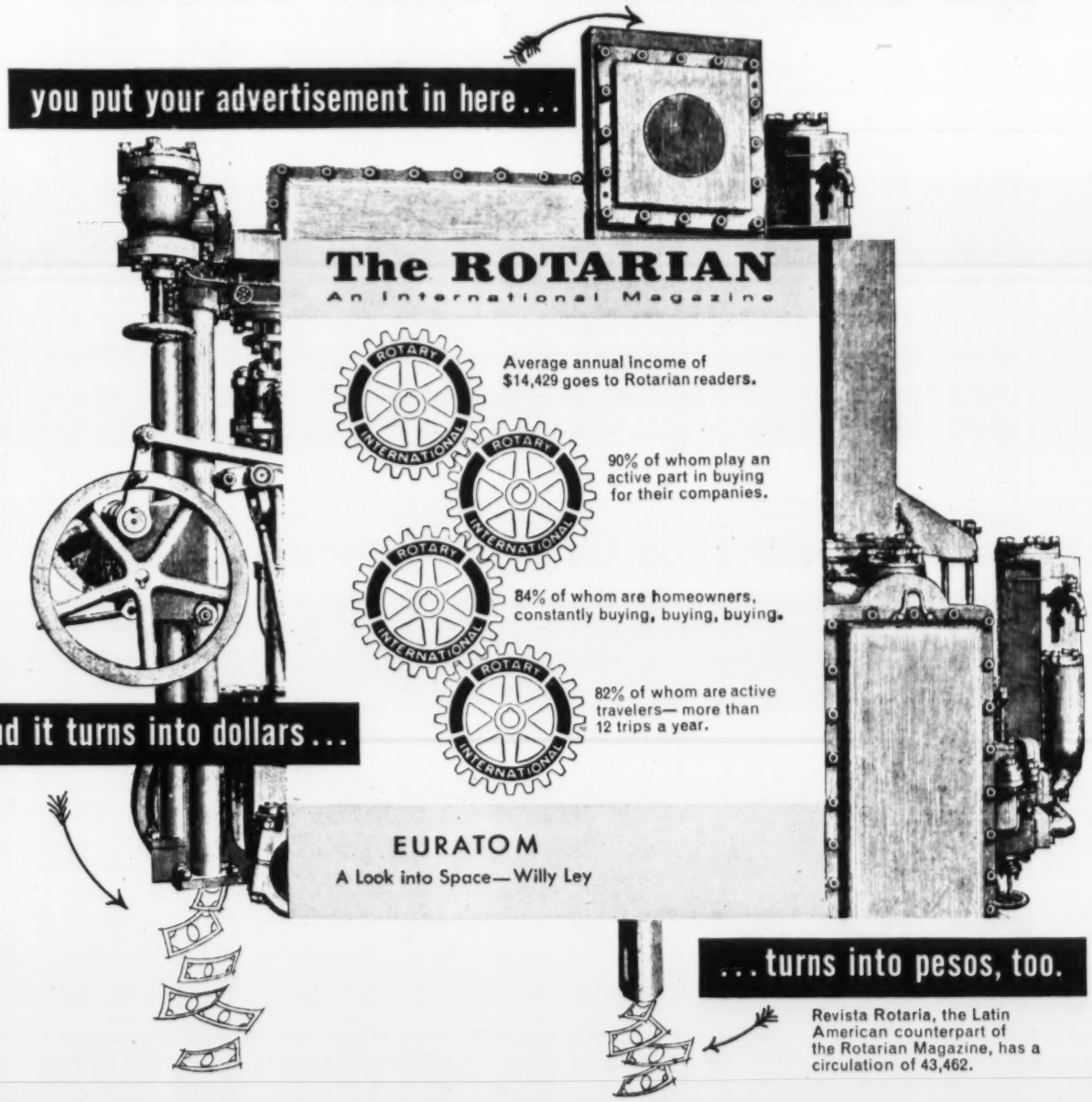
We Americans may appear to be a sex-starved nation, according to my British friends' opinions on some of our advertising—Heaven help us if they see this one! Nolo contendere.

D. Kent Watkins,
Centralia, Ill.

BONEFISHING?
Big game or Reef Fish. Write Harry Singer, Caribbean Fishing Information Bureau, 2663 N. W. 36 St., Miami, Fla., PL 1-8753.

AMAZING MONEY MAKING MACHINE

you put your advertisement in here . . .



The ROTARIAN
An International Magazine

Average annual income of $14,429 goes to Rotarian readers.

90% of whom play an active part in buying for their companies.

84% of whom are homeowners, constantly buying, buying, buying.

82% of whom are active travelers— more than 12 trips a year.

EURATOM
A Look into Space—Willy Ley

and it turns into dollars . . .

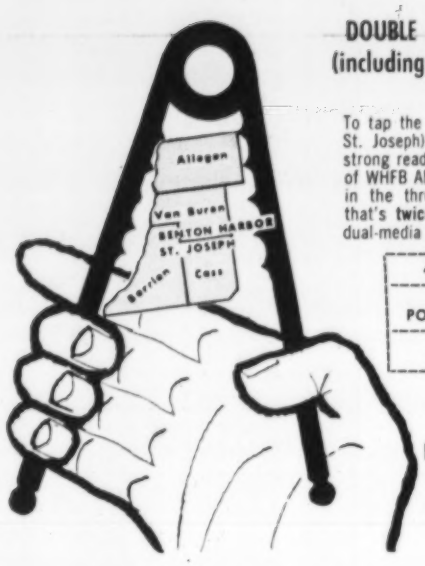
. . . turns into pesos, too.

Revista Rotaria, the Latin American counterpart of the Rotarian Magazine, has a circulation of 43,462.

The Rotarian Magazine delivers this wealthy, influential audience of 357,390 subscribers to you for the low, low cost of $3.69 a thousand.

We'll be happy to send you a complete story of The Rotarian Reader, done for us by Market Facts, Inc. Send for the study of Revista Rotaria, too. Write to:

The Rotarian Revista Rotaria
1600 Ridge Avenue, Evanston, Illinois



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To tap the top of Southwestern Michigan's sales potential (including Benton Harbor and St. Joseph) calls for coordinated selling strategy: a **dual-media approach**, utilizing the strong readership of the News-Palladium and Herald-Press . . . and the strong listenership of WHFB AM/FM. You get (1) unduplicated, in-the-home circulation in **both** city zones and in the three surrounding counties, (2) WHFB's loyal, responsive listening-in audience that's **twice** the size of the next two stations **combined!** Inquire **today** about how this dual-media approach can help you.

4-COUNTY SOUTHWESTERN MICHIGAN AREA RUNDOWN:			
POPULATION:	BUYING INCOME:	RETAIL SALES:	FAMILIES:
293,500	$454,208,000	$289,245,000	90,800

Source: Sales Management Survey of Buying Power.

BENTON HARBOR NEWS-PALLADIUM
ST. JOSEPH HERALD-PRESS
Represented by E. A. Faulkner & Associates
307 N. Michigan Ave., Chicago 1, Ill.

WHFB AM/FM
Represented by Everett-McKinney, Inc. and Michigan Spot Sales
410 N. Michigan Ave., Chicago 11, Ill.

Radio Stations Set News Sources as Network Alternative

NEW YORK, Dec. 9—Many radio stations are trying to develop regular channels for on-the-spot national and international news reports without paying the "penalty" of network affiliation—that is, allotting prime time to network shows.

Two New York stations, WOR and WMCA, have taken definite steps in this direction. WOR, an RKO General station, began an expanded overseas news coverage service which commenced with President Eisenhower's tour of Europe and Asia. The station set up offices in London and Paris and correspondents in Madrid, Rome, Athens, Geneva, Ankara, New Delhi and Karachi.

The news reports are fed by tape to the London office and then transmitted by cable to New York once each day; here it is edited and relayed to all RKO General stations. The service will be made available to other stations which have shown an interest in it. Project supervisor is Sumner Glimcher.

■ WMCA has acquired control of Radio Press International, a news gathering service which supplies daily live transmissions to 50 subscribing stations. RPI has more than 40 correspondents in cities throughout the world who feed news to New York. The voice transcriptions then will be fed to subscribing stations.

The service will include at least 10 spots per day, each spot less than a minute in length, seven days per week, R. Peter Straus, president of WMCA, said. The rates will be based on a yet undetermined multiple of the station's minute spot rate, he said.

R. Peter Straus will serve as president of RPI, and Nathan Straus, chairman of WMCA, will hold the same title with the news service. Radio Press was established last year by newscaster George Hamilton Combs and was merged last summer with International Transmissions, a similar type of news company. The company then became known as Radio Press International.

■ United Press International and Associated Press have both experimented with services similar to RPI but did not find them successful enough to pursue. For about a month this past summer, UPI tested an audio service with some of its client stations in California and New England. Taped reports of on-the-scene happenings were sent by phone to the stations, but the stations decided they could handle the coverage better themselves.

AP has been conducting comparable experiments with stations in New England, but with no more success. Taped on-the-spot reports were tried, but were felt to be impractical because of economic and technical limitations.

A number of independent New York stations queried by ADVERTISING AGE indicated that they have worked out an informal exchange of local news reports with other stations throughout the country. WNEW, for example, frequently transmits news by phone to other stations requesting coverage when a big story breaks in New York. WNEW, a Metropolitan Broadcasting station, gives priority to other Metropolitan stations, it said.

WNEW swaps news stories in much the same way with 12 or 15 other stations represented by Robert E. Eastman & Co. through an informal exchange established by the station representative.

Other New York stations, such as WMGM and WINS, reported a similar cooperative arrangement with other stations whereby they report the news by beeper-phone as it occurs.

■ Westinghouse Broadcasting Corp. feeds news at least once per day to its 11 owned stations, the news emanating from its 13 bureaus across the country. When Westinghouse has a film or tape clip of special interest, it sometimes makes it available to UPI for syndication to other stations after it has run on the Westinghouse chain, the company said. #

Transmedia Asks FCC Okay to Operate Station KABR

Transmedia Inc., Minneapolis, a new corporation, has applied to the Federal Communications Commission to obtain necessary license authority to operate KABR, Aberdeen, S. C., radio station. Frank E. Fitzsimonds, owner of KABR, said he is assigning his interest in the station to the new corporation, of which he will be president.

ORLON and **DACRON** are trademarks, too!

As his cap and pipe identify Sherlock Holmes, our trademarks identify the unique qualities and characteristics of two of our modern-living fibers. "Orlon"* distinguishes our acrylic fiber; "Dacron"*, our polyester fiber. As we use and protect these trademarks, they become more meaningful and valuable both to consumers and to the trade.

For handy folders on proper use of the trademarks "Orlon" and "Dacron", write Product Information, Textile Fibers Department, E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

TEXTILE FIBERS DEPARTMENT

DU PONT
REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . *THROUGH CHEMISTRY*

*When using these trademarks, always remember to: Distinguish "Orlon" and "Dacron"—Capitalize, use quotes or italics, or otherwise distinguish by color, lettering, art work, etc. Describe them—Use the phrase "Orlon" acrylic fiber (or "Dacron" polyester fiber) at least once in any text. Designate them—In a footnote or otherwise designate "Orlon" as Du Pont's registered trademark for its acrylic fiber and "Dacron" as Du Pont's registered trademark for its polyester fiber.

High Court Edict Ends FTC Saga—16 Years with Carter's Little Pills

(Continued from Page 1)

cording to Mr. Cohn, are those which hold that Carter can't claim the product does not contain strong medicine, that it "will bring on or restore regularity of bowel movement," that it is unqualifiedly safe or that it possesses therapeutic properties in addition to those afforded by laxative action.

■ More was at stake than merely the ads for Carter, he points out. "This is a typical irritant laxative. There are many others. Some, like Dr. Edward's Olive tablets and Beacham's pills, have already signed affidavits promising to abide by the Carter decision.

"In the Carter case, our job was to establish with finality the claims that could be made for products of this kind."

On his desk this morning was the script of some current Carter tv commercials, which FTC had obtained from Ted Bates, the current Carter agency.

■ "It's no longer my problem," Mr. Cohn said. "I guess I should not discuss it, but if you compare some of the things they are saying in these tv spots with the text of the cease and desist order, you can decide for yourself whether they have made all the changes they are going to have to make."

The spot starts with the statement a report prepared by five doctors shows that in 83% of the cases, it is possible to break the laxative habit. "We kept asking them who the doctors were," Mr. Cohn said, "but they contended it was a trade secret. If it were a criminal case, we might have obtained a discovery order and demanded to know. But in an FTC hearing, that kind of power doesn't exist.

■ "They are not using the word 'liver,' and they no longer talk about bile flow," he notes approvingly. "But they talk about 'two natural vegetable ingredients.' That's certainly one of the points that will have to be covered in a compliance report."

At the time the case started, the Food & Drug Administration was also well along in the preparation of a case against Carter for mislabeling. "I was so confident we could dispose of this case in a few weeks," Mr. Cohn recalls, "that I convinced Assistant U.S. Attorney William Lynch that FTC should get first crack at Carter."

■ As the years rolled by Mr. Cohn and FTC came under considerable criticism. Carter's attorney, William Hanaway, presented impressive evidence that had to be met and answered. His procedural appeals were time consuming. And in 1953 the ninth circuit court of appeals came close to killing the entire case in a decision which ruled that Mr. Hanaway had been deprived of an opportunity for a fair trial.

Enforcement of the cease and desist order now becomes the responsibility of FTC's compliance division. Meanwhile, Mr. Cohn asks in his office today, "What choice did we have other than to see the case through to the finish?

"We had an enormously powerful organization fighting us. Were we supposed to quit and let them get away with it?"

■ FTC's demand that Carter drop the word "liver" was a widely publicized object of the case. But from Mr. Cohn's standpoint, the more significant legal battles were fought over Carter's use of the claim that the product stimulates the flow of bile and provides an effective treatment for sluggish liver function.

"We would have settled the case four years ago," he said, "if we would have agreed to let them claim that the pills stimulate the flow of bile.

"I wouldn't agree to anything like that. As far as I was concerned, this was the kind of claim I was most determined to eliminate."

■ Although FTC assigned a medical adviser to help him, one of Mr. Cohn's first moves in preparing for the Carter case was to visit the medical school of the University of Chicago. There he spent several weeks with Anton J. Carlson, professor emeritus of physiology, taking a cram course on the gastro-intestinal tract.

The Food & Drug Administration also came to his support. Since he would be the first to go into battle, it made available the extensive research on the gastro-intestinal system which had been prepared for its proposed Carter labeling case by Dr. Andrew C. Ivy, at that time professor of physiology of Northwestern University, and Dr. Jesse Bollman of the Mayo Clinic. Other important studies were offered to FTC by Dr. John Lockwood, professor of surgery at Yale University.

■ Hearings got under way in November 1943. With both sides using medical witnesses and drawing heavily on testimony involving research on the operations of the gastro-intestinal tract, two years were required to take the testimony and cross-question the witnesses. Participants traveled to such points as New York, Chicago and Memphis. Night sessions were held to accommodate witnesses.

Within six months from the time hearings ended in December, 1945, Hearing Examiner William C. Purcell submitted a report substantially upholding the charges in the complaint.

■ Until that point, Mr. Cohn points out, the case had progressed as rapidly as a contested advertising case is likely to go. But FTC suddenly experienced deaths and personnel turnover which complicated the handling of the case. Although the examiner's recommendations had been filed in July, 1946, the commission's cease and desist order requiring Carter to revise its ads and drop the word "liver" did not come down until March, 1951.

Nearly two more years passed before Carter's appeal was scheduled for argument by the ninth circuit court of appeals in San Francisco. Then, on Jan. 19, 1953, the circuit court issued a decision dismissing the case because Carter showed it was prevented from completing its cross-examination of three of the commission's expert witnesses.

■ "This was certainly the lowest point for me," Mr. Cohn recalls. "I sought a rehearing, proposing that we reopen the case so that Carter could conduct the cross-examination it sought. But the court of appeals said 'no'."

Late in 1953, at FTC's request, the Supreme Court intervened and reinstated the case. Accepting the proposal submitted by FTC, it instructed the court of appeals to return the case to the commission for further hearings.

"These hearings, from February, 1954, to April, 1954, were among the most memorable for me," Mr. Cohn commented. "Dr. Lockwood had died, so I had to agree to strike all his testimony from the record. Another of my mainstays, Dr. James Case, a roentgenologist who had made some remarkable x-ray studies of the reaction—or lack of reaction—of the gall bladder to Carter's pills, was in semi-retirement, and we had to arrange to get to Santa Barbara, Cal., to submit him to cross-examination.

■ "One night, after conferring with Dr. Case, I suddenly felt faint. He sent for a physician who diagnosed internal bleeding, and ordered me to the hospital."

Mr. Cohn refused to be hospitalized. Instead, he arranged to get transfusions in his hotel room. Despite pleas by Mr. Purcell and Mr. Hanaway that he agree to postpone the hearing, he insisted on going ahead.

Between sessions and at night he had additional transfusions. On the table in front of him were quart containers of ulcer food—gelusel and milk. After the hearing ended, he was hospitalized for two weeks in Santa Barbara. He recovered for another three weeks at home.

■ Among the many motions subsequently filed by Mr. Hanaway was one demanding the removal of Mr. Purcell. All were denied by the commission, and on Feb. 9, 1955, Mr. Purcell submitted fresh recommendation, again supporting the complaint. In October, 1956, FTC issued the second cease and desist order.

This second cease and desist order was also reviewed by the ninth circuit in San Francisco. "We argued the case on Feb. 12, 1958—the day San Francisco had an earthquake," Mr. Cohn recalls. "Enroute out there, an engine of the plane caught fire." On June 19, 1959, however, the court upheld FTC's order. Carter filed for Supreme Court review on Aug. 31. Its request was denied Oct. 9.

■ In a final effort to upset the order, Carter got a stay of execution from Supreme Court Justice William O. Douglas on Nov. 10. Its petition for rehearing was filed Nov. 19, and summarily dismissed by the court Monday.

Since Ted Bates had replaced Street & Finney as Carter's advertising agency, FTC decided in 1953 to drop Street & Finney from the case.

While the litigation was under way, Carter itself was changing, so "liver pill" became less important. Wallace Laboratories, its newly established pharmaceutical branch, got a patent on Miltown which paid off handsomely. It scored with Arrid. It also obtained the basic patent on aerosol shaving, and in a case against Colgate established its right to royalties from all brands competing with its brand, Rise.

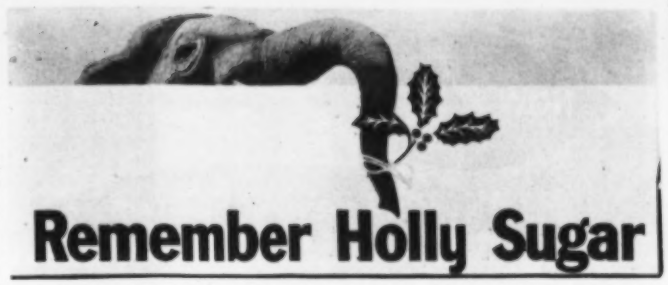
■ Sixteen years took its toll among the people involved in the case. Among the witnesses who died were Dr. John Lockwood, on Mr. Cohn's side, and Dr. James Killian, a mainstay among Carter's experts. Two FTC commissioners died, and one was replaced.

The three key figures—Mr. Cohn, Mr. Purcell and Mr. Hanaway—have been with the case from the start. Mr. Purcell plans to retire next year. Mr. Cohn is back on anti-monopoly work. Mr. Hanaway is among the most prominent attorneys in his field of activity.

One final ironic twist.

"At the start," Mr. Cohn recalls, "Carter wouldn't even provide a list of the radio stations they were using, or the text of the ads. I had to go to the networks for the information. When the hearing started, I used an FTC lawyer, Pgad B. Morehouse, as a witness to certify to the accuracy of the list."

Mr. Morehouse is currently chief of FTC's compliance division. Within the next 60 days, Carter must provide him with a report, indicating the steps they have taken to bring their ads into line. #



REMEMBER IN DECEMBER—*Holly Sugar Corp., Colorado Springs, uses this outdoor bulletin as its exclusive consumer medium in California during the Christmas season. Doyle Dane Bernbach Inc., Los Angeles, is the agency.*

Senate Probers May Look into Drug Promotions Next

(Continued from Page 1)

members occurred while Dr. Lasagna was testifying. Sen. Alexander Wiley (R., Wis.) questioned Dr. Lasagna's qualifications and commented, "I don't like the way we are going."

■ While Merck's president, John T. Connor, was testifying today, the committee's general counsel, Dixon Rand, brought in a large box filled with literature and samples. He said these were collected in a single month by a doctor in Minnesota who sent the materials to the committee.

The prestige of the big drug company brand names came up for discussion as one of the factors handicapping small companies which are willing to sell well below the prices which the leaders are quoting.

Mr. Connor contended doctors have confidence in the company's good name. Mr. Dixon argued that all drugs have to measure up to federal standards. He charged that the effort to build prestige for brand names puts small companies "at a distinct disadvantage."

In disputing the subcommittee's estimates of the cost of producing modern drugs for arthritics, Francis C. Brown, president of Schering, pointed out that the job of persuading doctors to buy Schering products is one of the company's heaviest expenses.

He said the company employs 430 detail men, or salesmen, at $9,000 each, and that it sends expensive literature and samples to 70,000 doctors. #

N.Y. Media Planners Set Slate

New York Advertising Media Planners has elected officers for 1960. They are: William E. Matthews, Young & Rubicam, president; Richard Jones, J. Walter Thompson, vp; Jeanette Le Brecht, Cohen, Dowd & Aleshire, secretary, and William Hinman, Lambert & Feasley, treasurer.

TV Scandal Points Up Moral Deterioration in U. S., Green Says

(Continued from Page 3)

months about advertisers, media, agencies and advertising practice in general are cause for sober reflection by all of us engaged in the business," Mr. Green told the Tampa Advertising Club yesterday.

"Trickery and the 'fast buck' philosophy, in too many instances, have replaced the old standards of honesty and truthfulness and fair dealing. Too many young people in advertising today are growing up in an atmosphere of flim-flam and deception. Too many are being led to believe that anything is all right in advertising if they can get away with it."

■ Mr. Green said that while most advertisers and agencies are honest, and while most media strive to keep their columns and time segments clean, the few practitioners who are dishonest "can get away with questionable practices only when ethical and moral standards are lax.

"And that is the problem America is faced with today," he said. "Our moral standards are sorely in need of adjustment if we are to keep from becoming a nation of Babylonians and our own house from falling down."

He described how the *Tribune* and *Times* screen advertising for truthfulness and good taste. One example:

"When a furniture dealer advertises a four-piece bedroom suite for $99.50 we are concerned only with two factors," he said. "Whether it is in fact a four-piece bedroom suite, and whether it is in stock and freely available for purchase at the advertised price and terms.

"It may be trashy by other dealer standards. But there are buyers for this class of merchandise. And so long as it is presented for sale for just what it is, no one has any right to object. Media should step in only when the dealer embellishes his offerings with false or misleading claims."

■ He noted that "all of this talk about cheating and flim-flammery in advertising might lead some to think that these practices are the rule, rather than the exception, in business today. Fortunately for business, and particularly for advertising, they are not. But the lapse in public morals that condones these practices and permits them to go on at all is cause for concern and alarm." #

Needham, Louis Names Steinhoff N. Y. Manager

Needham, Louis & Brorby, Chicago, has promoted Robert F. Steinhoff to manager of its New York office effective Jan. 1, succeeding Frederick A. Mitchell, who has resigned.

Robert F. Steinhoff

Mr. Steinhoff has been a member of the agency's account staff since 1951 and also was Canadian coordinater and a member of the training committee. He was named a vp in 1958.

Morgan Opens Own Offices

Paul Morgan has opened his own agency, Paul Morgan Advertising, with offices at 20 N. Wacker Dr., Chicago. Mr. Morgan was formerly a vp at Armstrong Advertising Agency, Chicago, and before that was with Buchen Co.

Esty Asks Logs in Check on How Stations Play Ads

(Continued from Page 2)

itself concerning the handling of its schedules, sought to determine (1) the extent of multiple spotting and (2) whether or not clients are getting proper product protection—that is, a minimum 15-minute separation from competitors.

▪ A letter from Esty's chief time buyer, Richard C. Grahl, went out to station representatives last month, asking their cooperation in helping to get "copies of the actual commercial logs for the week of Nov. 1-7 covering the hours of 6 a.m. to 6 p.m. for all stations carrying schedules for any of our clients."

▪ An Advertising Age check of reps, some of whom want to be nameless in this instance, showed this reaction:

• **Ben Holmes,** radio vp at Edward Petry & Co.—About four or five of the 25 stations have refused to supply the logs, but they reassured the agency that they did not triple spot and that they do live up to the NAB good practices code. He pointed out that logs are treated as privileged information in California.

Mr. Holmes deplored the need for the Esty action, which he blamed on the "non-professional broadcasters" who have infested the business. "It sets too serious a precedent," he said. "We might have to do the same for all agencies; then it would go to tv, too."

• **Lloyd Venard,** president, Venard, Rintoul & McConnell—"Some of our stations immediately replied in the affirmative, but many of them feel that if they give an affidavit showing Esty accounts and Esty competitors' times, they are fulfilling their obligation to any single advertiser."

In other words, Mr. Venard considered it okay to ask for information in periods involving Esty accounts, but not for the full day. He said it would be expensive to supply such complete information to all clients.

• **M. S. Kellner,** radio sales vp, Katz Agency—This company advised its stations to comply. Replies have started to come in. Only complaint from stations has been that it requires the expenditure of a lot of time and money.

• **Anonymous** agency salesman at one of the largest reps—Stations have given a variety of answers, but there were no flat no's. Some replies came in for the full day, others only for the time blocks involving Esty accounts. Esty is a good customer, so there is a good spirit of cooperation.

• **Anonymous**—An unqualified yes. Replies from stations have come in promptly. "An advertiser has a right to know how you handle him." This company said it would not have advised stations to send a log for the full day except for the fact that Esty's business over its stations was spread out over the full day; otherwise stations would only have sent the hours involving Esty clients. #

Raytheon Unit Names F&S&R

Raytheon Co.'s semiconductor division has appointed Fuller & Smith & Ross, New York, as its advertising agency, effective Jan. 16. F&S&R has been the agency for Raytheon's distributor products division since last March. Donahue & Coe formerly serviced the semiconductor division.

INTEREST PRODUCER—*First Federal Savings & Loan Assn. of Chicago is using 800 poster panels covering the Chicago metropolitan market during December and January via General Outdoor Advertising Co. to promote its new interest rate. Manchester & Kreer, Chicago, is the agency.*

Department Store Sales . . .

Sales Rise 2% in Week Ending Dec. 5

Washington, Dec. 10—Department store sales across the U.S. in the week ended Dec. 5 were 2% ahead of sales for the similar week of 1958, the Federal Reserve Board reported today.

Sales for the four weeks ending that date were 4% ahead and for the year to that date they were 7% ahead.

▪ Of the 12 FRB districts, five reported gains: Boston, New York and Cleveland each 4%; Atlanta, 7%, and Dallas, 3%. Four districts reported no change: Philadelphia, Chicago, Minneapolis and San Francisco. The rest reported losses: Richmond, 4%; St. Louis, 2%, and Kansas City, 3%.

A breakdown of these sales will be available next week. For the previous two weeks sales were as follows:

Federal Reserve District, Area, and City	% change from '58 Week ending Nov. 21	Nov. 28
UNITED STATES	+ 8	+ 3
Boston District	+ 9	— 4
Metropolitan Areas		
Boston	+10	— 2
Downtown Boston	+ 9	— 1
Suburban Boston	+12	— 3
Cambridge	+22	— 9
Quincy	+23	—10
Lowell	+ 2	—15
City		
Springfield	+ 7	— 4
New York District	+ 8	+ 4
Metropolitan Areas		
Buffalo	+ 7	+ 7
New York—N.E.		
New Jersey	+ 8	+ 4
Newark	+ 4	— 3
New York	+ 3	— 1
Rochester	r+10	+ 4
Syracuse	+ 1	— 3
Philadelphia District	+ 4	— 3
Metropolitan Areas		
Wilmington	+ 7	+ 2
Trenton	+ 6	— 2
Lancaster	+ 9	+ 3
Philadelphia	+ 3	— 4
Reading	+ 2	— 4
Scranton	+ 3	— 7
Wilkes-Barre—Hazleton	r+ 1	+ 1
Cleveland District	+ 8	+13
Metropolitan Areas		
Lexington	+ 6	+ 8
Akron	+ 7	+ 8
Canton	+ 2	+ 6
Cincinnati	+10	+17
Cleveland	+10	+11
Downtown Cleveland	+ 9	+ 9
Columbus	+12	+20
Springfield	+12	+20
Youngstown	+ 6	+13
Erie	+ 9	+14
Pittsburgh	+ 8	+12
Downtown Pittsburgh	+ 8	+10
Wheeling	— 4	+13
Richmond District	r+ 3	— 4
Metropolitan Areas		
Washington	r+ 5	— 2
Downtown Washington	— 1	— 6
Baltimore	— 2	— 7
Downtown Baltimore	r— 9	—13
Richmond	+ 9	— 3
Atlanta District	+ 9	r+ 6
Metropolitan Areas		
Birmingham	— 8	— 5
Mobile	— 9	•
Jacksonville	+28	•
Miami	+ 3	+14
Tampa—St. Petersburg	+20	+18
Atlanta	+17	+ 8
Augusta	+16	+18
Columbus	+ 3	•
New Orleans	+13	+ 3
Knoxville	r+ 9	0
Cities		
Central Atlanta	— 1	—10
Miami—Downtown	+ 2	+15
Chicago District	+11	+ 1
Metropolitan Areas		
Chicago	+ 9	— 6
Indianapolis	+13	+16
Detroit	+13	+ 8
Grand Rapids	+ 8	+ 7
Milwaukee	+15	+ 5
St. Louis District	+ 7	+11
Metropolitan Areas		
Little Rock	+ 1	+ 7
Louisville	+11	+26
St. Louis	+ 6	+10
Memphis	+16	+ 7
Minneapolis District	0	— 4
Metropolitan Areas		
Mpls.—St. Paul	•	— 4
Mpls. and Suburbs	•	— 2
St. Paul	0	— 7
Cities		
Duluth—Superior	r— 3	— 4
Kansas City District	+ 5	+ 1
Metropolitan Areas		
Denver	+ 8	+ 1
Topeka	— 4	— 4
Wichita	— 5	— 6
Kansas City	+10	+ 4
Downtown Kansas City	+ 6	+ 6
St. Joseph	0	+ 5
Lincoln	+ 1	— 3
Albuquerque	— 6	— 7
Oklahoma City	r— 4	— 1
Tulsa	+18	+ 7
City		
Joplin	+ 4	+ 5
Dallas District	+10	+ 2
Metropolitan Areas		
Dallas	+15	+ 7
El Paso	+ 1	—11
Fort Worth	+ 4	— 3
Houston	+17	+ 6
San Antonio	+10	— 4
San Francisco District	+ 2	r— 1
Metropolitan Areas		
Los Angeles-Long Beach	+ 4	+ 1
Downtown Los Angeles	— 3	—12
Westside Los Angeles	+ 1	+ 2
Sacramento	+ 3	0
San Diego	0	+ 1
San Francisco-Oakland	0	— 2
San Francisco City	+ 3	— 1
Oakland	—11	— 9
San Jose	+19	+11
Portland	+ 1	+ 2
Salt Lake City	— 2	— 1
Seattle	— 6	—10
Spokane	— 6	0
Tacoma	—11	—15

r—Revised. •Data not available.

8 Carolina Dailies Set Package Offer to National Accounts

Charlotte, Dec. 8—A group of eight afternoon dailies in the Piedmont Mountain area have joined to offer national advertisers a package rate.

The newspapers—dubbed the Piedmont P. M. package—are the *Gastonia Gazette, Hickory Record, Salisbury Post, Kannapolis Independent, Concord Tribune, Shelby Star* and *Statesville Record,* all in North Carolina, and the *Rock Hill Herald* in South Carolina.

The newspapers offer national advertisers a combined circulation of 120,000 at a discount of 20% from the 90¢-per-line aggregate rate, or 72¢ for the package. #

Four Sign for Phillies

Radio and television broadcasts of the Philadelphia Phillies baseball games in 1960 again will be co-sponsored by Atlantic Refining Co. (N. W. Ayer & Son), Ballantine beer (William Esty Co.), Phillies cigars (Wermen & Schorr) and Tastykake (Aitkin-Kynett Co.). The Phillies will telecast 61 games over WFIL-TV, including 14 night games. The entire 154 game schedule, plus 20 pre-season games, will receive radio coverage on WFIL.

Little Change at CBS-TV Seen as Aubrey Steps Up

(Continued from Page 3)

Mr. Cowan, until he became ill, had been expected to appear as a witness at the quiz hearings of the House legislative oversight committee.

Mr. Cowan, who has denied that he ever had anything to do with rigging a quiz show, charged in his letter that he in effect was being forced out because of his association with quiz shows. He refused to go along with a joint statement attributing his resignation to ill health. Mr. Cowan, who plans to lecture and write, said his health now is excellent. On the quiz issue, he wrote:

"I have asked you explicitly whether the real reason you did not want me as president of the CBS-TV network is that at this particular moment, you do not want a man who has had an association with quiz shows, even though his association was completely honest and honorable. But you have told me emphatically that this is not the reason for your desiring my resignation."

Mr. Cowan wrote that he was leaving because Mr. Stanton had "made it impossible" for him to continue as president of the network.

▪ Mr. Stanton's letter expressed sorrow and shock over the Cowan letter, which, he said, attributed to him "motives with no basis in fact whatsoever." But he admitted he had tried to get Mr. Cowan to resign because (1) "your talents and proven abilities are many indeed, but as you yourself have said many times, administration is not your forte," and (2) "my concern over possible effects upon your health of assuming such new and strenuous burdens. . ."

Mr. Stanton also wrote that Mr. Cowan had indicated his desire to give up his office by the end of this year, or by June, 1960, at the latest. To have Mr. Cowan return and then leave again within six months would be upsetting to the organization at the most critical time in the history of CBS-TV, Mr. Stanton's letter indicated. #

Rockford Dailies Name Herzog, Crouch, Salisbury

The *Morning Star* and *Register-Republic,* Rockford, Ill., have appointed two assistant retail advertising managers and an assistant manager of general advertising.

J. Lawrence Herzog, a member of the retail advertising department since 1922, and W. W. Crouch, former national advertising manager of the *Beacon-News,* Aurora, Ill., were appointed assistant retail advertising managers and David W. Salisbury, formerly sales manager of WROK, owned by the newspapers, returns to the newspaper as assistant to the manager of general advertising. Joseph B. Kirby, formerly station manager of WKRS, Waukegan, Ill., succeeds Mr. Salisbury as sales manager of WROK.

Joshua Powers Links Up With German's Gunter Wolff

Joshua B. Powers Inc., New York, and its London affiliate, Joshua B. Powers Ltd., have entered into an association with Dr. Gunter Wolff & Co. of Hamburg, Germany. All three organizations represent foreign magazines and newspapers in their respective countries. They will now offer publishers "joint advertising representation in the three greatest exporting countries of the world."

Daytime TV Doomed, Critic Forecasts; Bernstein Raps FCC

(Continued from Page 2)

predicted that tv would suffer the same slump in interest which plagued the motion picture industry.

He blasted the Federal Communications Commission and the Federal Trade Commission for failing to carry out their duties or to take action until "someone blew the whistle."

▪ The FCC also was rapped by S. R. Bernstein, editorial director of Advertising Age, who charged that the government body "has not exercised its functions under law." He also pointed out that FCC has never revoked the license of a station.

Mr. Bernstein also said he was convinced that advertisers and agencies could not tell the producers of a successful and highly rated tv show how to run their show.

He also maintained that contrary to popular opinion, advertisers and broadcasters are not trying to force upon the public programs they don't like.

▪ "It seems to me more than a little strange that so many otherwise rational people somehow think advertisers and advertising agencies have some unyielding desire to present programs—and commercials—that no one likes; that they are actually engaged in a conspiracy now to stuff horse operas down the public gullet, as they stuffed soap operas down that same gullet in the halcyon days of radio," he said.

"All they want is to give the public what it wants, and thereby to assemble the biggest possible audience at the lowest possible cost," Mr. Bernstein said. "With equal lack of taste or prejudice, they are perfectly willing to sponsor soap operas or horse operas or grand operas—all they want is listeners or viewers, in large quantities, who will also pay some attention, preferably favorable, to their commercial messages." #

Newspaper R.O.P. Color in October Was Up 20.9%: Hoe

New York, Dec. 9—Newspaper r.o.p. color in October totaled 16,128,931 lines, up 20.9% over linage for the same month in 1958, according to the report on r.o.p. color issued by R. Hoe & Co. Linage for the first ten months of 1959 totaled 123,705,966 lines, a 24.9% gain over the like period in 1958.

Biggest users of r.o.p. color in October were Salem cigarets (684,410 lines); Florida frozen orange juice (450,501); One-a-Day vitamins (377,614); Ford Motor Co. (294,469), and Eastern Airlines (228,121).

In classifications, gasolines and oils were biggest users of newspaper color, followed by cigarets, dairy products, passenger cars and baking products.

The color report is based on a Media Records check of 400 newspapers in 130 cities. #

N. Y. Central Boosts Eisenhauer

Robert S. Eisenhauer has been named director of public relations and advertising for the New York Central Railroad. He was previously public relations director, and the two departments have now been consolidated, following the resignation of Clifford H. Ramsdell as director of advertising to become vp of Thomas J. Deegan Inc., New York, public relations organization.

No Yule Drive for Ocean Spray

HANSON, MASS., Dec. 11—Ocean Spray Cranberries Inc., the cooperative that markets about 75% of the nation's cranberry crop, has given up plans for a special ad campaign it had prepared, promoting Christmas sales.

The drive, which would have run mostly in newspapers, was abandoned in the absence of a hoped-for clean bill of health from the Food & Drug Administration for all cranberries in the market. This over-all clearance was to have been the campaign's focal point.

■ But the already scheduled regular campaign of color ads in six consumer magazines will go on, according to H. Drew Flegal, ad director of Ocean Spray. These magazines are *American Home, Better Homes & Gardens, Good Housekeeping, Ladies' Home Journal, McCall's* and *Sunset Magazine*. The campaign promotes Ocean Spray cranberries as "the natural mate for every meat."

Batten, Barton, Durstine & Osborn, New York, handles Ocean Spray, which was called National Cranberry Assn. until it changed its name last summer (AA, Aug. 31).

■ What the cranberry industry suffered in a seven-day period preceding Thanksgiving was a sales drop of 79%, according to *Food Field Reporter*.

Citing records of Market Research Corp. of America, the grocery trade weekly reports that for the Nov. 15-21 period, Ocean Spray canned sauce sales dropped from 411,000 cases moved in 1958 to 91,000 cases in 1959, a loss of 77%.

All other cranberry labels were hit even harder: 24,000 cases sold in the seven-day period in 1959 compared with 123,000 cases in 1958, a loss of 81%. For the whole processed cranberry industry these losses average 79%.

Fresh cranberries were the hardest hit—from 212,000 cases moved in 1958 to 37,000 in 1959, an 83% drop—*FFR* says.

And these losses occurred in a year when the growers produced a record 1,249,000 bbls. of cranberries, 100,000 more than the 1958 production, the publication notes.

■ Lawrence Proesch, marketing director for Ocean Spray, believes the cranberry market will return to normal as soon as consumer confidence is restored. But right now, he says, a great many people are very confused about the safety angle. To help find out exactly what steps are needed to restore this confidence, Ocean Spray is now carrying out a Trendex telephone survey of consumers who are being asked if they had cranberries for Thanksgiving, and if not why not. Surveyors are directly asking respondents what is needed to restore confidence.

Preliminary results from 1,019 calls throughout the country: 64% would be satisfied with a statement of assurance from federal food and drug authorities, 46% would be satisfied with assurances by prominent medical authorities and 34% wanted labels or stamps of clearance on each container of cranberries. #

Marchant Promotes Koepenick

Ward J. Koepenick, formerly national sales manager of the Marchant calculator division of Smith-Corona Marchant, Oakland, Cal., has been appointed general sales manager of the division. He'll be in charge of all marketing operations for calculators and adding machines throughout the country.

Last Minute News Flashes

Mobil Ponders F&S&R Solicitation

NEW YORK, Dec. 11—Mobil Oil Co., which invested about $9,000,000 in advertising last year, has seen a presentation by Stromberger, Lavene, McKenzie, Los Angeles, which has merged with Fuller & Smith & Ross (AA, Dec. 7). Mobil's advertising is with Compton Advertising; Stromberger handled a Mobil affiliate, General Petroleum Corp. (billing about $1,250,000). General's operations have been moving recently into the parent company, and those of another affiliate, Magnolia Petroleum, already have been absorbed. Compton now also handles most of Magnolia. Mobil said today it would "have to study the Fuller & Smith & Ross presentation" before deciding whether it or Compton will handle the entire account, which billed $11,746,000 in 1958.

Woodbridge Leaves D-F-S, Takes Guild, Bascom Post

SAN FRANCISCO, Dec. 11—William W. Woodbridge has joined Guild, Bascom & Bonfigli as assistant to Walter Guild, president. He formerly was vp and account supervisor on Liggett & Myers at Dancer-Fitzgerald-Sample, New York.

Honig-Cooper and Leslie Salt Will Part Company

SAN FRANCISCO, Dec. 11—Honig-Cooper, Harrington & Miner will not serve as agency for Leslie Salt Co. after Jan. 1. The account bills about $275,000, most of which is spent in network and spot tv.

Salada-Junket Marketing Lineup Changes

WOBURN, MASS., Dec. 11—Salada-Shirriff-Horsey has rearranged its marketing lineup in its Salada-Junket division. Robert L. Larsen, former national sales manager, has been appointed marketing manager for Salada tea, succeeding John G. Colpitts, who becomes associate director of purchases for the division. Succeeding Mr. Larsen in the sales spot is Conrad W. Lundell, former regional manager and assistant sales manager.

Air France Schedules Biggest Drive for 1960

NEW YORK, Dec. 11—Air France, which will begin jet service across the Atlantic on Jan. 25, has scheduled the largest advertising campaign in its history for 1960. The drive will kick off with a three-page four-color gatefold in the January *Holiday*, followed by spreads and b&w pages in 11 magazines, full pages and smaller-size ads in 30 newspapers, a spot radio schedule and use of selected outdoor sites. Batten, Barton, Durstine & Osborn is the agency.

Nestle May Buy Crosse & Blackwell in Britain

LONDON, Dec. 11—The giant Nestle Co. of Switzerland was reported today to have bid $28,000,000 for control of Crosse & Blackwell, one of Britain's largest food marketers. The move follows entry of Campbell Soup into the British market. Crosse & Blackwell holds about one-third of the British soup market and sells a wide variety of packaged goods.

'Sorry, Bad Timing,' Burnett Tells MPA

NEW YORK, Dec. 11—Leo Burnett, who last week tossed rocks at U. S. magazines (AA, Dec. 7), has tendered "a big, fat apology" to the Magazine Publishers Assn. "for making these remarks on an inappropriate occasion." He told the MPA that the "intent" of his speech was missed; that he wished to underscore "a new, broader opportunity for magazines." He added that magazines of "excellence" should "go untouched by my remarks" while others should be "stirred to do something" about correcting alleged malpractices.

Bohn Duplicator Names Sudler; Other Late News

• **Bohn Duplicator Co.**, New York, has moved its account from Douglas D. Simon Advertising to Sudler & Hennessey. The account represents about $150,000 in billings.

• **William Cummings** has been named advertising manager of the Sylvania photolamps division of Sylvania Electric Products Inc. He was formerly assistant to his predecessor, Edward L. Slater, who was appointed assistant director of advertising in the parent company.

• **Cockfield, Brown & Co.**, Montreal, has been awarded the Trans-Canada Telephone System account, replacing McKim Advertising.

• **The Western Conference** (Big 10), midwest collegiate athletic group, has informed Miles Laboratories, Elkhart, Ind., that it is "interested" in Miles' $3,000,000 offer of a three-year tv contract, but that final action will be put off until after the National Collegiate Athletic Assn. meeting in January. Miles offered $1,000,000 per year for rights to televise nine Big 10 football games, 13 or more basketball games, plus other sports events. Present rules of the NCAA would not permit the Big 10 to contract for such extensive tv coverage of football games.

• **W. Sheinker & Son**, Woodside, N. Y., maker of Holland House cocktail mixes, now nationally distributed, will increase its 1960 ad budget $100,000 and will add 33 daily newspapers to its current list of 67, and four magazines to its current list of seven. Erwin Wasey, Ruthrauff & Ryan is the agency.

• **Stanley A. Bogan** has resigned as an account supervisor at Batten, Barton, Durstine & Osborn, New York, to become a vp and account supervisor at Ted Bates & Co., New York, effective Jan. 1.

• **The Gazette & Daily**, York, Pa., will no longer accept tobacco advertising, and said its decision follows the published statement by Dr. Leroy E. Burney, U.S. surgeon general, that smoking is related to lung cancer (AA, Nov. 30). "The policy change was made for the same reason that we have not accepted liquor or patent medicine advertising for more than 40 years," said Gilbert A. Deitz, advertising manager. "We don't want to be morally responsible for urging readers to use products which are harmful."

• **Sun Oil Co. Ltd.**, Toronto, will announce its agency appointment on Monday (Dec. 14). The four finalists, ADVERTISING AGE learned, are Tandy-Richards Advertising (the present agency), Hayhurst Co., Baker Advertising Agency and Spitzer & Mills. The account bills about $450,000 annually.

• **Fred R. Hansen and William Quigley Jr.** have joined the media department of Foote, Cone & Belding, Chicago. Mr. Hansen, formerly media director of Aubrey, Finlay, Marley & Hodgson, Chicago, will be a media supervisor. Mr. Quigley, named to the media staff, was with W. A. Alexander & Co., Chicago insurance company.

FDA Warns on Cholesterol Ads; Companies Demur

(Continued from Page 1)

was one of two major actions announced by the Department of Health, Education & Welfare in the food field today.

In addition to the action on cholesterol, Health Education & Welfare Secretary Arthur Flemming also announced this afternoon that the department has arranged to eliminate the use of the female sex hormone Stilbestrol for fattening poultry.

Hints of an action on Stilbestrol have been circulating during the past week, after Food & Drug Commissioner George Larrick confirmed that his agency is convinced that there are instances where consumption of animals which have been fattened with the product could cause breast cancer in males.

At a press conference today, Secretary Flemming discussed a series of steps to deal with the Stilbestrol problem without upsetting the poultry market.

■ Commissioner Larrick has commented recently that his agency has been concerned about "health" claims for food products like salad dressings ("In Washington," AA, Nov. 30).

"Because of the widespread interest in possible relationships between blood cholesterol levels and heart and artery diseases," Commissioner Larrick said, "reference to the term 'cholesterol' in the labeling of common foods now being offered to the public may have the effect of a claim of special value for preventing or treating these diseases, and be misleading."

FDA takes the position that nutritional scientists feel it is impracticable for a person to add enough unsaturated fats to an otherwise unchanged diet to bring about any significant change in blood cholesterol. Increased weight, it adds, is the only result that is likely to be achieved by increasing the total intake of fats.

■ Wesson Oil & Snowdrift Sales Corp., New Orleans, said the "FDA statement does not bear on Wesson's advertising policy in any way. Wesson's advertising has at all times been based entirely on extensive medical research and competent medical authority."

The company's statement to the press maintained that the Wesson position on cholesterol in the diet is fully supported by the published findings of several eminent medical authorities. It listed five such authorities.

"Wesson's advertising," the press release stated, "has consistently emphasized this replacement concept of substituting a polyunsaturated fat for a saturated fat and at no time has advocated the increase of total fat intake."

Wesson's current advertising, placed through Fitzgerald Advertising, makes its major appeal to people who are worried about coronary heart disease and want to protect their health. The magazine copy in the December *Good Housekeeping* advised: "Polyunsaturated Wesson—when used instead of solid fats—helps cut down cholesterol, a suspect in coronary heart disease." The cholesterol claim also is headlined.

■ The health scare approach has been used for some time in the tv commercials, which bear down heavily on the shortcomings of the competition. A schedule has been running on NBC-TV's "Today" and "Jack Paar Show." The tv copy states in part:

"The smoke's out, and the flavor's in, when you use Wesson. Wesson the fighter against cholesterol. So for the tastiest foods with your heart in mind, when you reach for the skillet, reach for the Wesson and fry the unsaturated Wesson way. Wesson the fighter against cholesterol."

■ Corn Products Co., New York, manufacturer of Mazola oil and Cornette margarine, told ADVERTISING AGE today that in compliance with the FDA policy statement, its future advertising will omit all reference to atherosclerosis, coronary disorders or cholesterol.

The company also issued a two-page statement in which it maintained that "research results are definitely in favor of the beneficial effects of unsaturated fats in the diet, and that the public should be made aware of this evidence."

The statement also noted that the company had refrained from making any references to cholesterol in its advertising until "we believed results were well substantiated." Part of such substantiation came from the government itself—from a bulletin published in 1957 by the Department of Health, Education & Welfare through the U. S. public health service.

The booklet, titled "The Food You Eat & Heart Disease," makes "some very positive statements relating to cholesterol levels, and unsaturated fats," Corn Products said, including such statements as, "Diets which restrict cholesterol automatically restrict many of the saturated fats which raise cholesterol levels."

■ Corn Products also noted that there is a strong public demand for products reducing blood cholesterol, and that the National Research Council had even called for such developments. As a result, the company brought out its new Cornette margarine, which until now has been advertised in test markets with the slogan "fights cholesterol buildup."

Recent Mazola ads have been headlined, "Science finds corn oil important to health." The copy has said in part: "Scientific studies continue to show that Mazola corn oil lowers the cholesterol levels in the blood stream . . . considered important in both the prevention and treatment of heart disease. Because Mazola is unsaturated, not hydrogenated, many doctors recommend that it be included in our daily meals . . . replacing one-third to one-half of the fats we now eat."

Lennen & Newell is the agency for both Mazola and Cornette.

■ J. H. Filbert Inc., Baltimore, which has been discussing the cholesterol subject in its ads for Mrs. Filbert's margarine, expects to continue its campaign as is. The company feels that the "reasonable and temperate position" taken in its ads is the same as that of the FDA, and that the FDA statement backs Filbert's position.

The Filbert ads are headlined: "Mrs. Filbert's margarine and your family's health." The copy includes: "Today there are facts you should know about Mrs. Filbert's and your family's health. Much is being written about fats in food. Some claim that saturated animal fats build up cholesterol in the blood, while unsaturated vegetable oils may help reduce cholesterol. Since evidence is still inconclusive, your doctor is the one to advise you about fats, cholesterol, and your diet.

"However, you should know that Mrs. Filbert's margarine is made from the finest domestic vegetable oils, which contain no cholesterol and are over 85% unsaturated."

Young & Rubicam, New York, is the agency. #

The Advertising Market Place

Rates: $1.25 per line, minimum charge $5.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1959 47,344

HELP WANTED

PHOTOENGRAVING SALESMAN, Out-of-town plant doing top quality, black-white and color seeks New York Salesman. Replies confidential.
Box 3128, ADVERTISING AGE
630 Third Ave., New York 17, New York

ACCOUNT—NEW BUSINESS MAN
Fast-growing 6 year old Akron, Ohio ad agency looking for a combination new business and account contact man. Must have sound knowledge of advertising and sales promotion, be able to write some copy. Salary plus bonus arrangement. Send complete resume. All replies in confidence.
Box 3177, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVE with farm or industrial client experience with twenty-five year old Midwest Agency. Must be able to write effective copy. Broadcast media or film production knowledge helpful. Salary open plus attractive profit-sharing plan. Send complete resume, salary requirements and recent photo to
Box 3181, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE OPPORTUNITY
FEATURE WRITER—EDITOR wanted by top trade magazine. Requirements: (1) male; (2) under 35; (3) prolific self-starting writer; (4) willing to relocate in Madison, Wisconsin. Potential unlimited, starting salary good. A nice shop. Send resume, photo, and salary requirements.
Box 3184, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN—wanted for National Real Estate monthly magazine. Major cities and states open. Write **NATIONAL REAL ESTATE INVESTOR, 1472 Broadway, New York 36, N.Y.**

ARTIST—Challenging opportunity for ambitious, versatile, creative artist. Well established, "one-man" agency.
The Studio Advertising Workshop
Bloomington, Illinois

MOLENE PERSONNEL SERVICE
publicity ..... editors
advg. managers ..... copywriters
artists .... media .... production .... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St. Chgo 3

ADVERTISING GIRL FRIDAY
Accurate, industrious, smart, willing worker needed in successful expanding agency. **Call DEarborn 2-5670. (Chicago)**

UNUSUAL OPPORTUNITY. Leading food trade publication in field. Need sales manager for new retail edition, must have retail food trade paper background. Write
Box 3203, ADVERTISING AGE
630 Third Ave., New York 17, New York

Wanted: trade paper advertising space salesman. Young. Some selling background or advertising experience preferred. Headquarters in large southwest city. Salary. Good opportunity with publication of high prestige and industry acceptance.
Box 3204, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

EXECUTIVE & CLERICAL
EXPERIENCED & TRAINEE
Publishers Employment
49 E. Ohio St., Chicago, SU 7-2255

HELP WANTED

MR. COPYWRITER . . .
. . . if you can create exciting, effective advertising (writing circulars, house organs, and sales bulletins), you are invited to investigate an opening with LOOK Magazine's Subscription Division in Des Moines, Iowa.
The work is pleasant, the pay good, the future excellent—and there's no commuting. (You would probably live about 10 minutes from the office in a home surrounded by trees, grass, and genuine fresh air.)
If you are interested, let us know what you can do and what your salary requirements would be. Write **Promotion Manager, LOOK, Des Moines 4, Iowa.**

COPY LAYOUT—Man or Woman
We have an opening on the staff of an old established building trade paper for an associate editor, with experience on newspapers, trade papers or advertising agencies. Prefer applicants from Central States, single and under 35. Include academic standing, with detailed record of prior employment and salaries, and include a picture.
Box 3205, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING SPACE SALESMAN
CLEVELAND BASED
Publisher of two leading industrial publications in growing markets seeks man between 30 and 45 to cover territory out of Cleveland office. Send complete resume—strictly confidential. Our employees know of this advertisement.
Box 3206, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

CREATIVE LAYOUT ARTIST
Indiana advertising agency has opening for experienced creative layout artist with the ability to work with copy dept., account men, render rough and semi comps. Send complete resume outlining background, experience and salary required.
Box 3207, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

OPPORTUNITY FOR GOOD WRITER
For a copywriter who has done successful trade and promotional direct mail campaigns, and who has written some national—there is an opportunity to assist copy chief on accounts that are leaders in their fields. Agency has high creative standards. Midwest location. Write giving details and attach one proof that is typical of your writing. Our people know of this.
Box 3208, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

YOUNG ACCOUNT EXECUTIVE
Small, well established ad agency seeks alert, young go-getter to do copy-contact work on existing accounts. Some PR. Wonderful opportunity. Send resume, salary requirements.
Box 3218, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

HIGHLY CREATIVE A.D. AVAILABLE
Seasoned pro, experienced in all media with top agency. Seeks new challenge and growth opportunity with agency that needs tops in Art Direction.
Box 3209, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

POSITIONS WANTED

SHARPEST GAL COPYWRITER
in Chicago is moving to N.Y. Strong background in print and broadcast media, both consumer and industrial accounts. A look at some samples tells more than any "puff" copy.
Box 3219, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Capable of running my own dept., I'm not remotely interested in being assistant anything. Want promotion-ad-PR job with growing firm. Experience: agency copy-creative-account; PR; editing; photography. Now promotion mgr. Age 39; college graduate, married.
Box 3210, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ARTIST—LAYOUT & DESIGN
Top man available for art directorship or strengthening of layout dept. Experienced in all media. Versatile. Early 30's.
Box 3211, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

TO AN ADVERTISING AGENCY
LOOKING FOR A REAL BARGAIN
I'm a talented beginner who wants to learn the advertising business. A well rounded beginning in sales promotions, premium merchandising and client contact. My price is modest; see if you don't agree.
Box 3212, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ART DIRECTOR
The thinking man's kind—with a working man's habits. Prefers Chicago area.
Box 3213, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY OR ADVERTISER, INDUSTRIAL
Excellent background in sales promotion and advertising at mfr. level. Experienced in work on all phases of advtg. and promotion, incl. space, p-o-p, print, production, copy, conventions, sales meetings. Young, enthusiastic.
Box 3214, ADVERTISING AGE
630 Third Ave., New York 17, New York

ADV.—SALES PROMOTION MANAGER
Scheherazade took 1,001 nites. Creative executive-copy talent must sell you with one letter! Challenge? 9151 Angell St., Downey, Calif., or Call TOpaz 1-1825.

Our 48th Year
MKTG. & MERCHANDISING EXEC., packaging. Exper. developing & executing total mktg. plans. Some packaging sales exp. desirable. New-product exper. to $25M
COPY, industrial, some Bus. Week-type institutional. Typical industrial copy won't do. 15-17M
AE, industrial. Can be older man if as good as ever. 12-14M
GLADER CORPORATION
Don Harris, Dir. Adv. Div.
110 S. Dearborn CE 6-5353

DIRECT MAIL DIRECTOR

Midwestern publisher of periodicals used in Catholic schools is looking for direct mail department head. Must be a good copywriter as well as production man. Prefer 35-40 age level. Five figure salary open. Bonus, insurance. Tell us about yourself and include samples of your work (returnable). If you sound interesting, we'll send you a plane ticket for an interview. Moving expenses of successful applicant will be paid.
Box 838, ADVERTISING AGE, 200 E. Illinois, Chicago 11, Illinois.

ADVERTISING & MARKETING EXECUTIVES

America's most personalized and confidential EXECUTIVE MANPOWER MART has been invited to fill the following Midwest and Eastern availabilities:
MARKET RESEARCH DIRECTOR ...$25,000
Top-drawer experience in all research areas and ability to present ideas in a creative manner.
MARKET RESEARCH DIRECTOR ...$20,000
Solid background in retail soft & hard lines.
MARKET RESEARCH DIRECTOR ...$12,500
Background in power lawn mowers, farm equipment or related hard lines.
MARKET RESEARCH ANALYST $10,000
Background in food or related products.
ADVERTISING MANAGER .....to $15,000
All-around background in department store field.
ADVERTISING DIRECTOR .....to $18,000
Experienced in major appliances or related products.
ACCOUNT SUPERVISOR $25,000
Heavy history in beer or packaged food.
ACCOUNT EXECUTIVE .....to $15,000
Product exposure in major appliances, plus background in merchandising, sales training & sales promotion phases.
ACCOUNT EXECUTIVES .....to $15,000
Background in petroleum products, plus exposure to sales promotion, merchandising & sales training facets.
COPY CHIEF $15,000
Versatile creative man with background in consumer hard lines and electrical industrial products.
If qualified and interested, contact me in complete confidence.
GEORGE E. PYLKAS
Executive Advertising Consultant
CADILLAC ASSOCIATES, INC.
29 E. Madison Bldg., Chicago 2, FI 6-9400

REPRESENTATIVES WANTED

Young aggressive organization wanted by established merchandising trade magazine for Middle West territory. Current billing about $75,000. Please give details as to staff and publications now represented.
Box 3200, ADVERTISING AGE
630 Third Ave., New York 17, New York

Long-established publisher has openings for representatives of industrial journals with extensive worldwide circulation in petroleum and mining industries.
Box 3198, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

REPRESENTATIVES WANTED. Major cities and states open for Real Estate Monthly Magazine. Write **National Real Estate Investor, 1472 Broadway, New York 36, N.Y.**

ART STUDIO SALES REPRESENTATIVE
Must have Chicago experience and ability to contact first line accounts. Knowledge of good design required. Apply only if you can justify a draw of $200 per week or more with immediate sales results. Good future for executive level producer. Phone for appointment **WH 4-7164 ASTROGRAPHICS, INC. 200 E. OHIO**

Up and Coming Publication reaching a select Consumer Market in New York City Looking for a Live-Wire Rep Organization. Write full details.
Box 3220, ADVERTISING AGE
630 Third Avenue, New York 17, N. Y.

COPYWRITER
- SENIOR -

Expert in consumer copy or direct mail, but will be glad to talk to tech writer or even poets—creative with drive & discipline.
EXPERIENCE MUST JUSTIFY
$6,000 TO $8,000
Suburban NYC . . .. Send resume.
BOX 839, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ADVERTISING MANAGER

Expanding Midwest company needs an advertising manager, preferably with outdoor advertising experience, who has a good formal education and ability to handle men and be a closer. Company offers opportunity at top management policy making level. Prefer age under 45. Will start at $10,000 to $12,000 with profit sharing.
Send complete resume to:
Mr. Coughlin
Graebner & Company
401 Mobil Oil Building
Minneapolis 2, Minnesota

REPRESENTATIVES AVAILABLE

EASTERN AREA SPACE REP.
10 Yrs Advg Sales Exp 7 Yrs Sales Mgmt Earning Five Figures—Interested In Representing Top Publication.
Box 3215, ADVERTISING AGE
630 Third Ave., New York, N.Y.

BUSINESS OPPORTUNITIES

MKT RESEARCH CONCERN FOR SALE
Suitable person need pay only consultation fee as we break you in. Send information about your background. Confidential.
Box 3217, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

Exclusive: New magazine covering one of America's fastest growing businesses. Minimum investment of $5000. gives controlling interest. First issue ready for early spring distribution. Principals only. Write
Box 3216, ADVERTISING AGE
630 Third Ave., New York 17, New York

MISCELLANEOUS

100 1960 Mahogany-plastic desk calendars with 4-line imprint, just $11.75! 200: $20.25! Ideal as business handouts. Fast guaranteed, postpaid. Order now! **Jon Bassett, 16 Fernwood, Larchmont, N. Y.**

NEW PROSPECT NAMES
Increase Sales—Reduce Mailing Costs. We will supply new prospects from classified phone directories as soon as issued; Correct old lists; Build new lists to our specifications; Circulation verifications. Our directories cover 44,000 towns and cities in United States & Canada for 2 years.
STANDARD MAIL ADVERTISING CO.
469 E. Ohio St. Chicago 11, Ill.

WANTED
Media Director
$10,000
Chicago Agency

Overall print and broadcast experience necessary for complete responsibility of this department. Send resume immediately. Your inquiry will be kept in complete confidence.

Box 846, ADVERTISING AGE
200 East Illinois St.
Chicago 11, Illinois

WE'LL MAKE A CLEAN BREAST OF IT!!

Reading this ad are hundreds of men in the New York area who, like yourself, want to find a better opportunity. Of this number, half might be interested in selling insurance, if they knew ALL THE FACTS.

We've asked our associates (including 3 former Ad Agency executives) what questions were on their minds when they were looking for their jobs. Here are some of the examples:

A). Isn't the insurance sales field tremendously overcrowded with every Tom, Dick and Harry?

B). How much can I earn? How long will it take? What are the commission renewals I've heard about?

C). What chance for advancement will I have within the organization? Whom do I sell after my relatives? How do I go about getting new prospects?

D). Is it true that the hours are longer than other businesses? Is it true many evenings are spent in acquiring new business?

E). Does life underwriting really give one the sense of being his own boss?

F). I'm over age 35. Isn't it too late to train me for insurance sales?

Give us 30 minutes of your time and we'll answer all your questions and more. Isn't it worth a phone call to find out the facts? We promise that you'll be better informed about the insurance industry. No obligation, of course.

CALL JACK MARSICANO AT TR 5-4675

Circulation Department of a major magazine has COPY CHIEF job opening.

We want a man who has had experience selling by mail—preferably subscriptions. He is creative, can initiate promotions and use research and reports to sell new and renewal subscriptions.
This man will write letters, brochures, ads for all the circulation departments. He will edit copy—his own and others. He must be able to suggest visuals.
Ability to work with people inside and outside the company is extremely important.
This man probably is now employed but is seeking a change which will give him direct responsibility and opportunity for growth with a top company.
SALARY COMMENSURATE WITH EXPERIENCE
Please write for an appointment only if you are experienced in direct mail copy writing. Give experience and references. All replies will be kept confidential.
Box 842, ADVERTISING AGE
630 Third Avenue, New York 17, New York

WANTED:
Copywriter who reads as well as writes

Chicago office of well-known national advertising agency with a thoughtful young copy staff needs another writer with education and intelligence to match his (or her) writing skill. Naturally, we expect creative flair but mere glibness is not enough. A reader and thinker will be appreciated here. Our man probably is turning 30, has already worked up to a job with another first-class agency, knows something about food advertising and is ready for greater challenge and responsibility. Send resume.

Box 844, ADVERTISING AGE
200 E. Illinois St., Chicago, Illinois

OUTDOOR ADVERTISING SALESMAN

Splendid opportunity for experienced man to become top executive with progressive bulletin plant. Good salary and secure future. Please write fully in confidence. **Leonard Landau, Pres., LANDAU O. A. CO., Phila. 40, Pa. Phone collect Baldwin 9-5500.**

WANTED: EXPERIENCED SPACE SALESMAN

having Advertising Manager potential for Chicago-based industrial magazine in growth field. Must know metalworking and manufacturing fields; have creative ability; and be anxious to work like hell.

Age: 26-40. $10,000, plus profit sharing to start. Be specific in replying to Box 840, Advertising Age, 200 East Illinois St., Chicago 11, Illinois.

MERCHANDISING EXPERTS NEEDED TO HEAD UP

- **INVENTORY SERVICE**
- **CALCULATING SERVICE**
- **DISTRIBUTION SERVICE**
- **DEALER CHECKING SERVICE**
- **SURVEY INTERVIEWING SERVICE**

Do you have sufficient experience in this field to set up a nationwide program and direct 180 branches in selling, pricing and services? We offer an outstanding opportunity on our Milwaukee home office staff to head this division. Write full details about yourself—present earnings, etc.—to: **Vice President — Sales, MANPOWER, INC., 820 N. Plankinton Ave., Milwaukee, Wis.** All replies will be kept in strict confidence.

ADVERTISING AGENCY ACCOUNT EXECUTIVE OPPORTUNITY

We recently advertised in these columns for an Account Executive. Now we find we need another man—a man with the ability to assume "account management" responsibility, a man who can write copy and direct others to write for him—in short, a seasoned advertising man. The man we seek will serve clients in the consumer goods field and will also have the opportunity to help us turn some active new business prospects into clients. His efforts will be supplemented by a talented creative group plus an experienced staff of marketing experts.

Please send us a letter about yourself (include a resume but please don't send just a resume). If you have a recent snapshot and wish to submit samples of your work, fine; but the letter is the important thing right now. Your application will be held in strictest confidence. (And if you applied to our previous ad, it will not be necessary for you to answer this. Applications received are being screened for both jobs).

BAKER/JOHNSON & DICKINSON
740 N. Plankinton Avenue
Milwaukee 3, Wisconsin

BIRCH *Personnel Service, Inc.*

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
59 E. MADISON • SUITE 1417
CHICAGO 2, Ill.
CEntral 6-5670

YOUNG, VERSATILE ADV. EXEC. AVAILABLE

Veteran (30), personable, well-grounded in all phases of agency operation and client service. Presently Assistant AE in N.Y. office of a "Top 10" agency on a national food account billing several million. Ready for contact spot, but willing to start as assistant in a promising opportunity. Background includes copy. Will consider LA and SF.

Box 841, Advertising Age
630 Third Avenue, New York 17, N.Y.

(Start your New Year by calling me)

NATIONAL ADVERTISING "BUSINESS-GETTER" AVAILABLE

Sales-minded, forward-looking, creative-type; able to influence decision-level agency people and advertisers. Experienced in Food, Auto, Appliance, Banking, with 3 major newspaper markets over a 16 yr. space. Producer of 50,000 lines per month. Prefer Midwest or West. Opportunity to serve most important. Young family man representing stability and tempered know-how; . . . will produce profit for you. For further information, please phone **PArk 4-6037 (Glenview, Ill.) or write:**

Box 845, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WHO WANTS TO RETIRE?

Sound marketing and advertising man, currently V.P. large agency on top of multi-million dollar account, wants to "buy in" where partner or owner is "stepping out" of agency. Strong on creative, new business, sales presentations and administration. 25 Years unbroken advertising experience with Blue Chips. No "hip pocket" business but plenty of ability to help you keep what you've got and get plenty more. Present earnings in fifty-thousand-a-year area.

Box 843, Advertising Age
200 E. Illinois St., Chicago 11, Ill.

AD AGENCY—New Business Getters!

With or without presently controlled accounts. More than fifty agency-clients ask us to procure men for them who can produce new business—verified by records. Industrial or Commercial. Striking opportunities—many with exceptional incentives including ownership plans. Ability as acc't exec. and/or copywriter desired. Write or phone. Implicitly confidential.

CLIFF KNOBLE
Drake Personnel, Inc.
29 East Madison Bldg.
Chicago 2, Illinois
FInancial 6-8700

NASHVILLE ADVERTISING AGENCY

seeks man, 28 to 38, with experience in writing, planning, marketing, or otherwise preparing for account executive duties. An unusual opportunity for permanent and responsible career in well-established agency. Write Box 835, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois.

SALES PROMOTION MAN

Outstanding opportunity for man with at least 2 years experience in grocery or drug sales, advertising, merchandising and *PROVEN ABILITY TO WRITE.*

Leading New York trade publisher is expanding his promotion staff. Needs man who can create promotion pieces, booklets, scripts, trade ads, etc.

SEND US A LETTER giving your background, qualifications, present salary. Box 227, 125 W. 41st St., N. Y. 36.

Small Town Is Stronghold of Brand Loyalty, 'Grit' Says

WILLIAMSPORT, PA., Dec. 10—During the past week executives of *Grit*, the small-town weekly, have been showing a new sound-color motion picture to advertising audiences in New York, Detroit and Chicago. George R. Lamade, president and general manager, and Gilbert E. Whiteley, advertising manager, have been in charge of the presentations.

The movie, produced by Parthenon Pictures, and running for 15 minutes, provides a psychological rather than a statistical approach to the small-town market, in which *Grit* is operating without the help of friendly competitors such as *Town Journal* and *Household*, discontinued within the past few years.

■ The story told is of the friendly, stable and loyal type of consumers found in towns of 2,500 population and less. Brand loyalty is more in evidence here, it is asserted, than in the metropolitan markets. Also, products like Chevrolet and Ford, advertised in the small-town medium, have a decidedly larger share of market than they do nationally.

Since the towns and villages of 2,500 and under account for 25% of the population, *Grit* is hopeful that this sympathetic approach to the character and customs of small-town residents will persuade national advertisers and their agencies to give corresponding emphasis to promotion addressed to them. The big circulation magazines hit them only lightly, *Grit* says. #

'HiFi' Names Bassett

Thomas A. Bassett, formerly with Palmerton Publishing Co., has joined the eastern sales staff of *HiFi Review*, a Ziff-Davis publication. The publication will change its name to *HiFi/Stereo Review*, effective with its February issue.

Advertising Age Needs an Editorial Man in Chicago

We need another man (or woman) for the Advertising Age Chicago editorial staff. He should be young enough to find life exciting, old enough to know his way around. News writing background is essential, knowledge of the advertising business extremely helpful. Write (don't call) giving your qualifications and experience, and your price range, in complete confidence, to J. J. Graham, Managing Editor, 200 E. Illinois St., Chicago 11.

WE NEED TWO VERY SPECIAL COPYWRITERS

The copywriters we want probably are employed right now. They're too good to be out of work. But maybe they're not as happy in their position as they might be. Perhaps they're restricted to writing for only one medium or for one kind of account or for one point of view. And since they're in love with all kinds of ideas and understand how to choose and use marvelously exciting words to communicate those ideas, they're intrigued by an agency (Chicago) who'll cherish them.

One of these almost mythical people even knows how to extract technical information from engineers, how to evaluate it, and how to turn it into industrial advertising that is not only convincing, but interesting.

If you are either of these men or women, tell us about yourself (in confidence, of course) and send us a few of your proudest achievements with whatever explanation of them you think necessary. And thanks.

Box 847, ADVERTISING AGE, 200 E. Illinois St., Chicago 11, Illinois

ADVERTISING DIRECTOR FOR MARS, INC.

If experience and ambition were the only requirements for this job, we could simply say:

"This is a rare opportunity for an advertising man who has the capacity to (1) plan and administer the handling of the country's largest candy advertising budget; (2) work closely with Mars' Marketing Director in shaping sales and advertising objectives and strategies; and (3) inspire an 'inspired' advertising agency to brilliant efforts."

And having said that, we could stop.

Adding only the standard and reasonable request that replies be sent by mail, include experience resumé, present salary, personal data . . . and assuring the reader that replies would be treated in confidence.

Such a description of the job is, in fact, quite accurate.

And quite incomplete.

For it only hints at the nature of the corporate climate and horizons of challenge that really make it a rare opportunity.

Actually, the man who is sized right for this opportunity and future may have what is *now*—today—a job that's as big as this in title and present responsibility.

But if we can meet him we have the means (and they're not *just* monetary) to prove this is his chance-of-a-lifetime job.

The right man will also understand why we say please *write*. Not phone. Not wire. *Write*.

Address: Mr. Norman Vance, Jr.
Vice President and Marketing Director
Mars, Inc.
2019 North Oak Park Avenue
Chicago 35, Illinois

Drug Makers Court Socialization by Underrating Public, Weiss Says

(Continued from Page 3)

creased public resentment against doctors, druggists and high drug prices as examples of the rising level of sophistication.

He said: "Those millions of watchful and sometimes hostile eyes are the eyes of a more sophisticated public. This is a public that, very rightly, looks upon the pharmaceutical industry as a type of public utility. It took the power and gas utilities years to learn how to live up to their public responsibilities. Is the ethical drug industry dropping behind in this new art?"

As a prescription for the industry's woes, Mr. Weiss recommended a program of "industrial statesmanship" involving, in one of its steps, direct advertising to the public.

■ Mr. Weiss said it is high time that the industry reversed its position on the question of consumer advertising. He mentioned drug costs, earnings of doctors and certain medical problems (parents who insist on a tonsil operation for their children against the advice of doctors) as suitable topics for advertising messages.

"The patient is indeed your customer," he told the drug manufacturers. "And I suggest that much of your planning for the future will give additional weight to the public and will involve more direct communication between your industry and the public."

■ Dr. Austin Smith, president of the Pharmaceutical Manufacturers Assn., told the meeting that the industry is becoming the "whipping boy" for critics who are really in favor of socialized medicine.

Dr. Smith said: "I wonder if the current criticism about drug prices is generated because of a lack of perspective or of a deeper and less obvious motivation, namely, a desire to enter the back door to government-controlled medicine, or socialized medicine as it is commonly called."

Dr. Smith cited figures to show that the wholesale price index of pharmaceuticals and cosmetics decreased from 105.3 in 1947 to 94 in 1958, against a rise from 95.8 to 123.3 for all items in the index.

■ The cry of socialized medicine was also raised by Louis E. Kazin, editor of *Drug Topics* and *Drug Trade News*. In a statement issued today, Mr. Kazin said:

"It has been predicted time and again that those who are desirous of forcing some form of socialized medicine upon the American people will make their opening moves against the drug industry and its related retail distributor—the pharmacist."

Mr. Kazin added that those who are anxious to protect the American free enterprise system "would do well to be on their guard during this investigation."

Mr. Kazin charged that the drug industry "is in the paradoxical position of being pilloried for making major contributions to this country's splendid system of medical care within a profit system which has made such progress possible." #

HIMSELF TALKS UP—*Despite the free sample of Milady's blintzes he's received, "Timothy P. O'Shea" will have it known he wasn't "bought," he was sold on the product. This ad, spoofing scandals of the day, is slated for the Dec. 17 Times and Daily News, New York. Smith/Greenland, New York, is the agency.*

Proctor Sets $250,000 Drive in 1st '60 Quarter

(Continued from Page 3)

studies were conducted by the *Milwaukee Journal* and the *Houston Chronicle*.

■ The ads will carry no prices, Mr. Rambo said, "because so much cooperative-financed dealer advertising emphasizes a price at the sacrifice of detailed product information."

Ad proofs will be given to retailers for window and in-store displays, and local newspapers' retail managers will sell dealer ads featuring Proctor products on the day of the insertion of national campaign copy.

The newspapers, which will carry between two and four insertions (with most getting four), include the *Chicago Daily News, Los Angeles Times, Miami Herald, New York Daily News, Philadelphia Bulletin, San Francisco Examiner*, and *Washington Post*. #

Underwood Adds Canner, but K&E Escapes Conflict

(Continued from Page 1)

broth with rice, chicken pate, plum pudding and fig pudding.

Harold J. Siesel Co., New York, is the Dinner-Redy agency; Gray & Rogers, Philadelphia, handles the Richardson & Robbins line.

■ K&E resigned its Wilson business Nov. 20, citing product "conflicts."

Today K&E was formally named to handle Richardson & Robbins, effective Feb. 1. The agency was also expected to get the Dinner-Redy assignment (AA, Dec. 7), although Lever has yet to make an announcement.

It is interesting to note that K&E was able to handle Underwood out of Boston and Wilson out of Chicago without any conflict. And it seems that the agency also will be able to handle both R&R and Dinner-Redy without any conflict.

■ Several weeks ago J. Walter Thompson Co.'s Chicago office ran into a similar situation, when Libby, McNeill & Libby, one of the agency's oldest clients, switched its canned meats advertising to Tatham-Laird, reportedly because JWT took on Oscar Mayer's table-ready meats (AA, Nov. 16). #

RCA Revamps Home Instruments Marketing Setup

(Continued from Page 1)

to vp, home instruments sales; J. M. Williams, who continues as manager of advertising and sales promotion, and R. M. Ryan, vp, regional finance.

Both Mr. Mills and Mr. Beldon will report to P. J. Casella, exec vp, consumer products.

RCA's corporate advertising department will continue to be headed by R. H. Coffin, vp, advertising and sales promotion, who reports to Mr. Farwell.

Mr. Casella said the new organization structure "will enable us to maintain specialization in every area and to improve the coordination of design, product and marketing activities for all television, radio and Victrola phonograph products."

■ The reorganization followed a period in which RCA lost what was once a commanding lead in the television set market. In the opinion of some industry observers, RCA's sales slump can be traced to a slowness in making product innovations. Such features as remote tuning and thin picture tube sets were introduced by competitors.

In addition, competitors, particularly Zenith, have been outscoring RCA in product tests made by such organizations as Consumers Union.

An estimated 6,000,000 tv sets will be sold by the industry this year. Latest reports indicated that Zenith will do about 17% of this business. RCA, which once enjoyed a 20% or better share of market, appeared headed for a little better than 15%.

■ The home instruments reorganization also followed a major switch in advertising agency assignments. Effective Jan. 1, J. Walter Thompson Co. takes over RCA consumer products advertising, involving between $10,000,000 and $12,000,000, from Kenyon & Eckhardt (AA, Aug. 24).

ZENITH 23" TV SETS SHOWN TO DISTRIBUTORS

CHICAGO, Dec. 9—Zenith Radio Corp.'s 1960 line will include 23" television receivers for the first time. The line was shown to distributors here yesterday, along with other tv sets, stereos, clock radios and other electronic appliances.

Seven 23" tv receivers will be offered in the 1960 line, the company said. Prices range from $320 to $500. Three of the sets come equipped with Space Command remote tuning.

Motorola Inc. is also expected to introduce a line of 23" tv receivers next week. #

Howard Parish Joins Martin & Tuttle as VP

Howard W. Parish, formerly publisher of the *Seattle Star* until its sale to the *Seattle Times* in 1947, and later publisher of the *Columbia Basin News* at Pasco, Wash., has joined the Seattle staff of Martin & Tuttle as a vp. His work will be mainly in business development. Mr. Parish relinquished his interest in the *Columbia Basin News* at the end of 1958, at which time Unitypo Inc., subsidiary of the International Typographical Union, took over the management (*see story on Page* 84).

After leaving the *Seattle Star*, Mr. Parish was a part-owner and manager of the Craftsman Press, Seattle.

B+C

. . . means

Bertsch + Cooper

. . . it also means Chicago's largest, complete typographic service facilities

Type faces used are:
Modified Century Schoolbook with Bold

SWEET SUCCESS adds the measurement of success that helps you get low cost-per-thousand sales...a unique format that provides the ideal climate for your sales message.

Created and produced by Jack Douglas, three-time Emmy Award winner.

ITC INDEPENDENT TELEVISION CORPORATION

488 MADISON AVE. • N.Y. 22 • PL 5-2100

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- COMMERCIAL ILLUSTRATORS, INC.
- COVENTRY, MILLER & OLZAK, INC.
- GRANT-JACOBY STUDIOS, INC.
- KLING-BIELEFELD STUDIOS, INC.
- KOOPMAN-NEUMER
- HOOVER & KERN STUDIOS, INC.
- NUGENT-WILLIAMS STUDIOS, INC.
- PACE STUDIOS
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- BERT RAY STUDIOS
- VOGUE-WRIGHT STUDIOS
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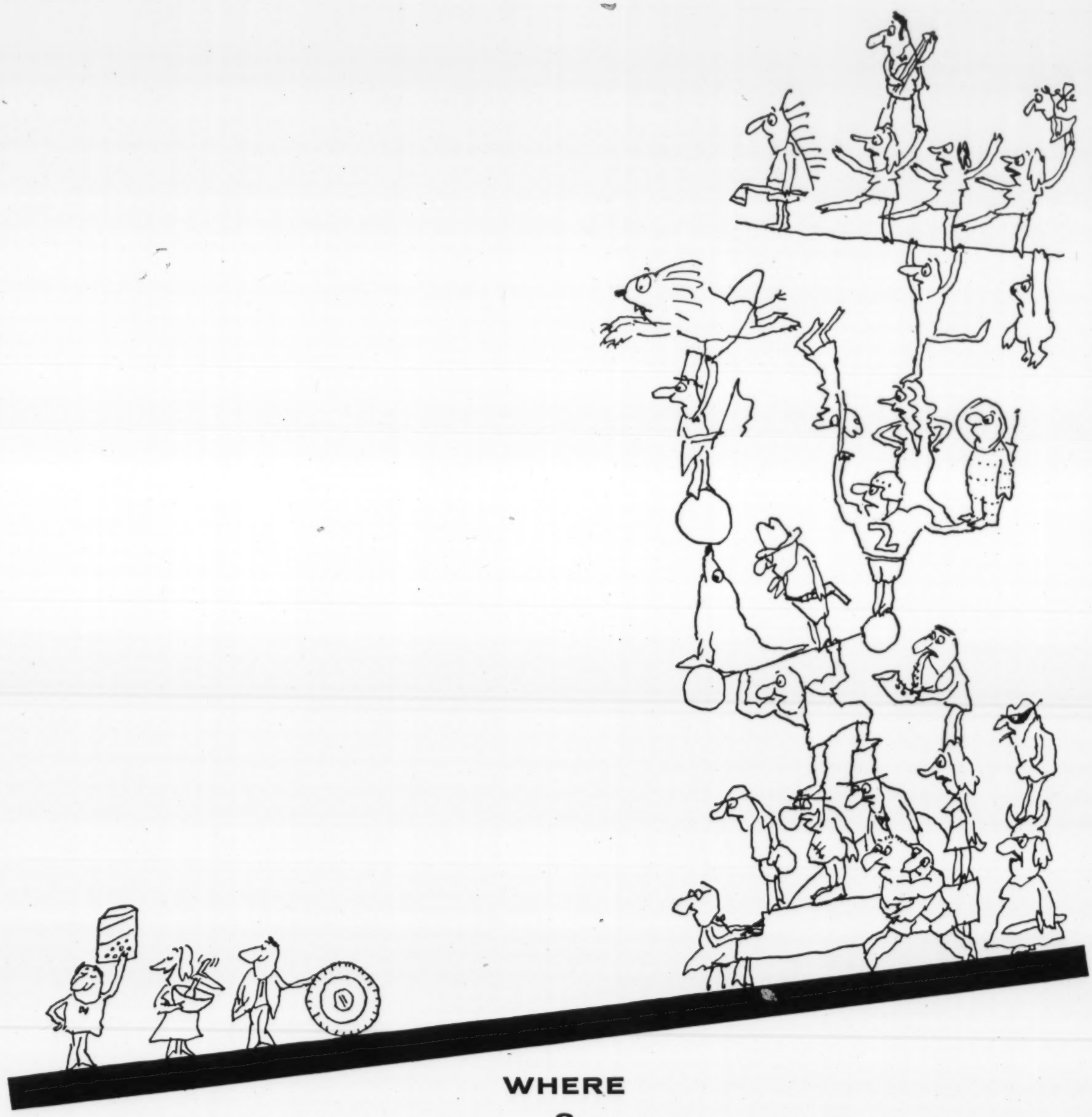
R. A. Good, Executive Secretary

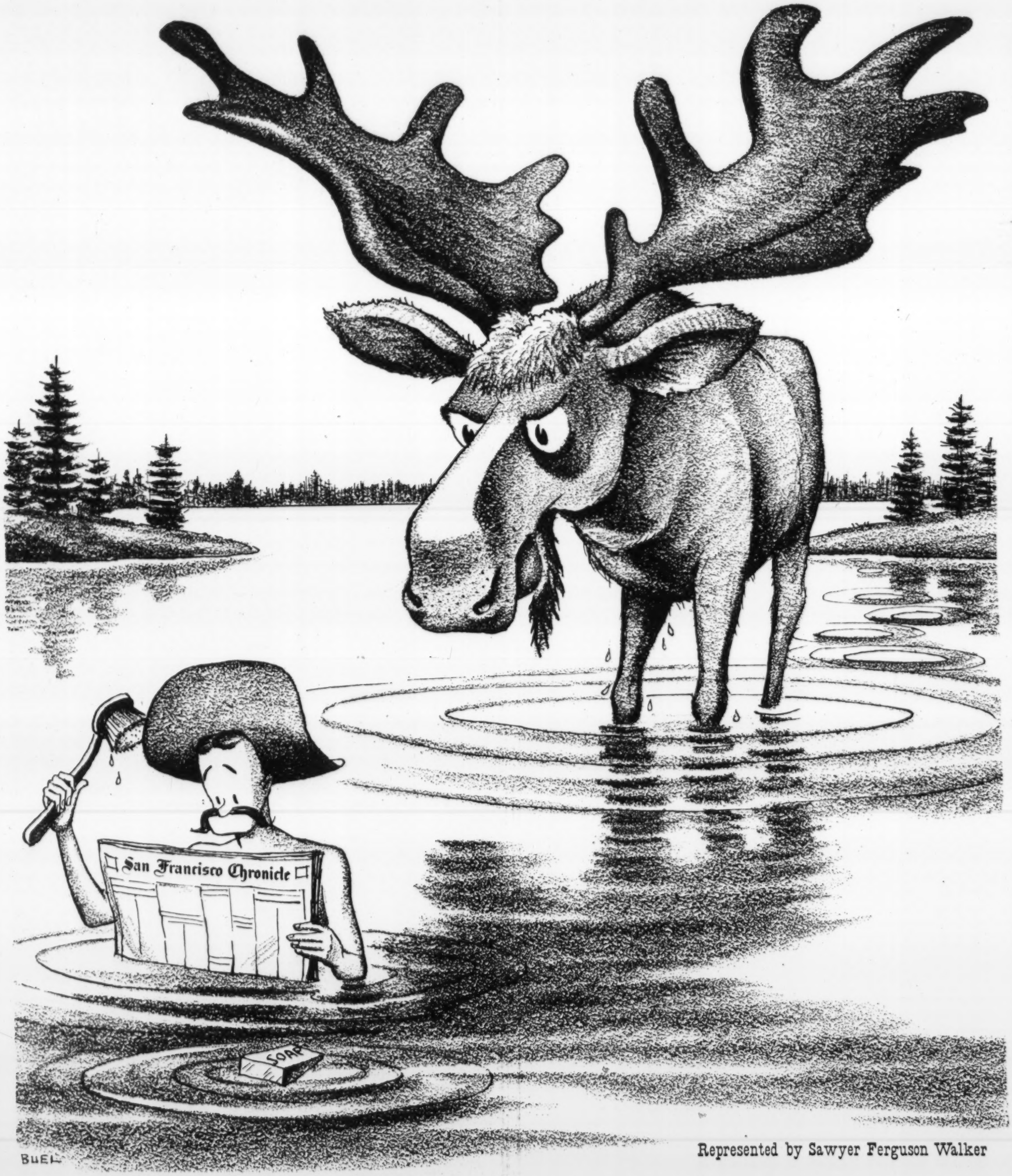


WHERE 3 OUTWEIGHS 27

30 precious minutes of TV time—each one often costing $3000 or more. And you have just three of them in which to sell....If these three minutes fail to hold and move your audience, you've lost the better part of your total outlay....Your advertising messages should give useful product news in a fresh, compelling way. After all, you're not in show business. You're in the selling business—the business of making a profit. **N. W. AYER & SON, INC.**

The commercial is the payoff

THE CHRONICLE MEANS THE WEST



Represented by Sawyer Ferguson Walker